

BACHELOR OF SCIENCE IN MEDIA DESIGN

PROGRAM OUTLINE

REQUIRED COURSEWORK FOR B.S. IN MEDIA DESIGN

REQUIRED MAJOR COURSEWORK - 122 CREDITS		
DES191	Design Foundation	8
DRW100	Drawing Fundamentals	3
DRW102	Perspective	3
DRW103	Storyboarding	3
MD120	Media I	3
MD121	Imaging I	3
MD123	Imaging II	3
MD125	Introduction to Graphic Design	3
MD142	Typography I	3
MD144	Typography II	3
MD150	Visual Communication I	3
MD151	Visual Communication II	3
PD111	Human Factors	3
MD201	Graphic Design-Print	3
MD203	Digital Pre-Press and Production	3
MD210	Package Design I	3
MD211	Package Design II	3
MD250	Wayfinding & Information Design I	3
MD251	Wayfinding & Information Design II	3
MD252	Visual Communication III	3
MD255	Interaction Design I	3
MD256	Interaction Design II	3
MD257	Interaction Design III	3
MD300	Brand Identification I	3
MD301	Brand Identification II	3
MD303	Typography in Motion I	3
MD304	Typography in Motion II	3
MD305	Contextual Studio: Contemporary Issues (Motion Studio)	6
MD315	Interactive Design Studio	6
MD400	Design Research	3
MD420	Comprehensive Studio I	6
MD421	Comprehensive Studio II	6
MD450	Design & Critical Theory	3
MD401	Business of Design	3
MD500	Portfolio Development	3

BACHELOR OF SCIENCE IN MEDIA DESIGN

The Media Design program prepares students for professions in the field of visual communications and digital media through the critical and creative exploration of emerging forms of visual and graphic arts, typographies, interaction design, virtual environments, and information spaces. The Bachelor of Science in Media Design prepares students to work as professional designers in graphic design, interactive media, and related fields. Students must complete a total of 182-quarter credits. It typically requires 4 academic years of full-time study to complete, with each sequence typically consisting of 3 quarters.

REQUIRED INTEGRATIVE STUDIES COURSEWORK - 36 CREDITS		
COM113	Speech Communication	3
COM310	The Film Lens	3
ENG111	English Composition	3
ENG112	Advanced English Composition	3
HIS260	History of Pre-Modern Art & Design	3
HIS261	History of Modern & Postmodern Art & Design	3
MTH171	Intermediate Algebra	3
MTH174	Geometry	3
PHL161	Introduction to Philosophy	3
POL181	Introduction to Political Science	3
PSY181	General Psychology	3
RSH481	Introduction to Research	3

CREDIT BREAKDOWN

Credits	% of Total	Area
125	69%	Required Media Design Courses
36	20%	Required Integrative Studies Courses
21	11%	Integrative Studies Electives

182 Total Credits

Electives for the Bachelor of Science in Media Design

Professional courses in Architecture, Construction Management, Interior Architecture & Design, Product Design, and Design Studies can be taken as professional electives.

Integrative Studies Electives: 24 Credits

Program Data for Bachelor of Science in Media Design

<http://programdata.laureate.net/nsad/bs-digital-media-arts.html>

MEDIA DESIGN PROGRAM LEARNING OUTCOMES

The program learning outcomes directly align with the institutional learning outcomes (ILOs) and to the media design education and profession. The following are program learning outcomes:

- Apply foundational knowledge, skills and behaviors necessary to be successful in media design professions.
- Communicate effectively to a wide variety of audiences, verbally, in writing and electronically.
- Apply critical thinking and aesthetic judgments in creating computer graphics and digital media.
- Utilize knowledge of text and graphics to communicate ideas and information visually.
- Demonstrate proficient level skills in design software necessary to gain entry-level employment.
- Create a portfolio of material showing proficiency in digital media.

FALL	YEAR 1	YEAR 2	YEAR 3	YEAR 4
	DES191 Design Foundation (8)	MD201 Graphics Design-Print (3)	MD300 Brand Identification I (3)	MD420 Comprehensive Studio I (6)
	DRW100 Drawing Fundamentals (3)	MD255 Interaction Design I (3)	MD303 Typography in Motion I (3)	MD450 Design & Critical Theory (3)
	ENG111 English Composition (3)	MD252 Visual Communication III (3)	RSH481 Introduction to Research (3)	MTH174 Geometry (3)
	HIS260 History of Pre-Modern Art & Design (3)	DRW103 Storyboarding (3)	GE GedEd Elective (3)	POL181 Introduction to Political Science (3)
		ENG112 Advanced English Composition (3)	GE GedEd Elective (3)	
TOTAL CREDITS	17	15	15	15

WINTER	MD120 Media I (3)	MD210 Package Design I (3)	MD301 Brand Identification II (3)	MD421 Comprehensive Studio II (6)
	MD121 Imaging I (3)	MD250 Wayfinding & Information Design I (3)	MD304 Typography in Motion II (3)	MD401 Business of Design (3)
	MD125 Introduction to Graphic Design (3)	MD256 Interaction Design II (3)	MD315 Interactive Design Studio (6)	PSY181 General Psychology (3)
	MD150 Visual Communication I (3)	MD203 Digital Pre-Press & Production (3)	GE GenEd Elective (3)	GE GenEd Elective (3)
	MD142 Typography I (3)	MTH171 Intermediate Algebra (3)		
	HIS216 History of Modern & Postmodern Art & Design (3)			
TOTAL CREDITS	18	15	15	15

SPRING	MD151 Visual Communication II (3)	MD211 Packaging Design II (3)	MD305 Contextual Studio: Contemporary Issues (Motion Studio) (6)	MD400 Design Research (3)
	MD123 Imaging II (3)	MD251 Wayfinding & Information Design II (3)	PHL161 Introduction to Philosophy (3)	MD500 Portfolio Development (3)
	MD144 Typography II (3)	MD257 Interaction Design III (3)	GE GenEd Elective (3)	GE GenEd Elective (3)
	DRW102 Perspective (3)	COM310 The Film Lens (3)	GE GenEd Elective (3)	GE GenEd Elective (3)
	PD111 Human Factors (3)	COM113 Speech Communication (3)		
TOTAL CREDITS	15	15	15	12

TOTAL ANNUAL CREDITS	42	45	45	42
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TOTAL PROGRAM CREDITS = 182