

Visual Media Concentration B.A.

Want to shape culture, share a message, or change someone's mind? Then study visual communication.

Arts Technology Core		Business Foundations	Visual Media Concentration
<p>TH 135 Elements of Principles of Design or AR 105 2D Design (3)</p> <p>AT 110 Intro to Digital Media (3)</p> <p>AT 151 Arts Tech Essentials: Lighting, Photo, Video (2)</p> <p>AT 153 Arts Tech Essentials: Audio (2)</p> <p>AT 157 Storytelling (3)</p> <p>AR 101 Discourses in Media & Design (3)</p> <p>AT 265 Foundations in Web Design/Development (3)</p> <p>MC 312 Legal Issues in the Arts (3)</p> <p>AT 370 Arts Technology Cornerstone Project (1)</p>	<p>AT 470 Internship (1)</p> <p>AT 490 Portfolio and Professional Development (1)</p> <p>AT 496 Arts Technology Capstone Project (3)</p>	<p>Marketing: MK 200 Principles of Marketing (3) Pick 3 credits: MK 363 Brand Loyalty through Digital Media (3) MK 307 IMC Campaigns</p> <p>Entrepreneurship: ET 340 Foundations of Entrepreneurship (3) or ET 380 Art of Entrepreneurship (3)</p> <p>Administration: AD 323 Arts Management (3) or AD 360 Topics in Arts Administration (3)</p>	<p>AT 109 Techniques in Visual Narratives (3)</p> <p>AR 236 Beginning Digital Photography (3)</p> <p>AR 201 Computer Art & Design (3)</p> <p>AR 327 Computer Art & Design: Creative Concepts (3)</p> <p>Choose 6 credits from: AT 365 Topics in Visual Media (3-6) EN 305 Web Publishing (3) AT 320 Motion Graphic Animation (3) AT 322 Commercial Photography AT 319 Interface Design and Data Visualization Or Elective As Approved By Chair</p>
Total: 30 Credits		Total: 12 Credits	Total: 18 Credits

TYPICAL 8 SEMESTER SEQUENCE

FRESHMAN YEAR

Fall Semester	Spring Semester
IN 140: University Seminar	AR 101: Discourses in Media and Design
IN 180: University Writing	Oral Communication Course
AT 110: Intro to Digital Media	AT 151: Arts Tech Essentials: Lighting, Photo, Video
AT 153: Arts Tech Essentials: Audio	Natural Science with a Lab
Quantitative Reasoning	AT 157: Storytelling
AR 105: 2D Design	
17 Credits	15 Credits

SOPHOMORE YEAR

Fall Semester	Spring Semester
IN 250: US Cultural Studies	IN 251: US Cultural Studies
MK 200: Principles of Marketing	Modern Language
AT 109: Techniques in Visual Narratives	IN 280: Writing in the Disciplines
AR 201: Computer Art & Design	AT 265: Foundations in Web Design/Development
Modern Language	AR 236: Beginning Digital Photography
16 Credits	16 Credits

JUNIOR YEAR

Fall Semester	Spring Semester
Modern Language / ICS	MC 312: Legal Issues in the Arts
Approved Marketing Elective	AT 396: Arts Technology Cornerstone
300/400 level Elective (3)	Student-run Venture
Approved Arts Administration Elective	Elective (3)
Approved Visual Media Elective	Approved Visual Media Elective
AT 470/471: Internship	AR 327: Computer Art Creative Concepts
17 Credits	14 Credits

SENIOR YEAR

Fall Semester	Spring Semester
AT 490: Portfolio and Professional Development	AT 496: Arts Technology Capstone Project
Elective (3)	300/400 level Elective (3)
Student-run Venture	300/400 level Elective (3)
IN 350: Global Studies	Elective (3)
Approved Entrepreneurship Elective	Elective (1)
Elective (3)	
Elective (2)	
16 Credits	13 Credits

Visual Media Concentration B.S.

Want to shape culture, share a message, or change someone's mind? Then study visual communication.

Arts Technology Core		Business Foundations	Visual Media Concentration
TH 135 Elements of Principles of Design or AR 105 2D Design (3) AT 110 Intro to Digital Media (3) AT 151 Arts Tech Essentials: Lighting, Photo, Video (2) AT 153 Arts Tech Essentials: Audio (2) AT 157 Storytelling (3) AR 101 Discourses in Media & Design (3) AT 265 Foundations in Web Design/Development (3) MC 312 Legal Issues in the Arts (3) AT 370 Arts Technology Cornerstone Project (1)	AT 470 Internship (1) AT 490 Portfolio and Professional Development (1) AT 496 Arts Technology Capstone Project (3) Student-run Ventures (2 credits): TH390 / AR 390 / MC 390 / AR 325 / IS 390 / MC 160 / MC 210 / AT 321 and others as approved	Marketing: MK 200 Principles of Marketing (3) Pick 3 credits: MK 363 Brand Loyalty through Digital Media (3) MK 307 IMC Campaigns Entrepreneurship: ET 340 Foundations of Entrepreneurship (3) or ET 380 Art of Entrepreneurship (3) Administration: AD 323 Arts Management (3) or AD 360 Topics in Arts Administration (3)	AT 109 Techniques in Visual Narratives (3) AR 236 Beginning Digital Photography (3) AR 201 Computer Art & Design (3) AR 327 Computer Art & Design: Creative Concepts (3) Choose 6 credits from: AT 365 Topics in Visual Media (3-6) EN 305 Web Publishing (3) AT 320 Motion Graphic Animation (3) AT 322 Commercial Photography AT 319 Interface Design and Data Visualization Or Elective As Approved By Chair
Total: 30 Credits		Total: 12 Credits	Total: 18 Credits

TYPICAL 8 SEMESTER SEQUENCE

FRESHMAN YEAR

Fall Semester	Spring Semester
IN 140: University Seminar	
IN 180: University Writing	Oral Communication Course
AT 110: Intro to Digital Media	AT 151: Arts Tech Essentials: Lighting, Photo, Video
AT 153: Arts Tech Essentials: Audio	Natural Science with a Lab
Quantitative Reasoning	AT 157: Storytelling
AR 105: 2D Design	AR 101: Discourses in Media and Design
17 Credits	15 Credits

JUNIOR YEAR

Fall Semester	Spring Semester
IN 350: Global Studies	MC 312: Legal Issues in the Arts
Approved Marketing Elective	AT 396: Arts Technology Cornerstone
Elective (3)	Student-run Venture
Approved Arts Administration Elective	Elective (3)
Approved Visual Media Elective	Math or Natural Science
AT 470/471: Internship	Approved Visual Media Elective
16 Credits	14 Credits

SOPHOMORE YEAR

Fall Semester	Spring Semester
IN 250: US Cultural Studies	IN 251: US Cultural Studies
MK 200: Principles of Marketing	AR 236: Beginning Digital Photography
AT 109: Techniques in Visual Narratives	AR 327: Computer Art & Design: Creative Concepts
AR 201: Computer Art & Design	Natural Science with a Lab
IN 280: Writing in the Disciplines	AT 265: Foundations in Web Design/Development
15 Credits	16 Credits

SENIOR YEAR

Fall Semester	Spring Semester
AT 490: Portfolio and Professional Development	AT 496: Arts Technology Capstone Project
Approved Entrepreneurship Elective	Approved Visual Media Elective
Student-run Venture	International Cultures and Structures
300/400 level Elective (3)	Math or Natural Science
International Cultures and Structures	300/400 Level Elective (3)
Elective (3)	
300/400 level Elective (2)	
16 Credits	15 Credits

Video Production & Cinema Concentration B.A.

Whether you are making a movie or selling a product it all starts with a good story.

Arts Technology Core		Business Foundations	Video Production & Cinema Concentration
TH 135 Elements of Principles of Design or AR 105 2D Design (3) AT 110 Intro to Digital Media (3) AT 151 Arts Tech Essentials: Lighting, Photo, Video (2) AT 153 Arts Tech Essentials: Audio (2) AT 157 Storytelling (3) AR 101 Discourses in Media & Design (3) AT 265 Foundations in Web Design/Development (3) MC 312 Legal Issues in the Arts (3) AT 370 Arts Technology Cornerstone Project (1)	AT 470 Internship (1) AT 490 Portfolio and Professional Development (1) AT 496 Arts Technology Capstone Project (3) Student-run Ventures (2 credits): TH390 / AR 390 / MC 390 / AR 325 / IS 390 / MC 160 / MC 210 / AT 321 and others as approved	Marketing: MK 200 Principles of Marketing (3) Pick 3 credits: MK 363 Brand Loyalty through Digital Media (3) MK 307 IMC Campaigns Entrepreneurship: ET 340 Foundations of Entrepreneurship (3) or ET 380 Art of Entrepreneurship (3) Administration: AD 323 Arts Management (3) or AD 360 Topics in Arts Administration (3)	AT 234 Directing for the Camera (3) AT 334 Production for Video and Cinema 1 (3) AT 434 Postproduction for Video and Cinema 1 (3) Choose 9 credits from: AT 235 The Director's Vision (3) AT 335 Production for Video and Cinema 11 (3) AT 435 Postproduction for Video and Cinema 11 (3) AT 337 Cinematography AT 339 Screenwriting AT 363 Topics in Video Production (3-9) Or Elective As Approved By Chair
Total: 30 Credits		Total: 12 Credits	Total: 18 Credits

TYPICAL 8 SEMESTER SEQUENCE

FRESHMAN YEAR

Fall Semester	Spring Semester
IN 140: University Seminar	AR 101: Discourses in Media and Design
IN 180: University Writing	Oral Communication Course
AT 110: Intro to Digital Media	AT 151: Arts Tech Essentials: Lighting, Photo, Video
AT 153: Arts Tech Essentials: Audio	Natural Science with a Lab
Quantitative Reasoning	AT 157: Storytelling
TH 135: Elements & Principles of Design or AR 105: 2D Design	
17 CREDITS	15 CREDITS

JUNIOR YEAR

Fall Semester	Spring Semester
Modern Language / ICS	MC 312: Legal Issues in the Arts
Approved Marketing Elective	AT 396: Arts Technology Cornerstone
300/400 level Elective (3)	Approved Video Elective
Approved Arts Administration Elective	Elective (3)
AT 334: Production for Video and Cinema I	IN 350: Global Studies
AT 470/471: Internship	Elective (3)
17 Credits	16 Credits

SOPHOMORE YEAR

Fall Semester	Spring Semester
IN 250: US Cultural Studies	IN 251: US Cultural Studies
MK 200: Principles of Marketing	Modern Language
AT 234: Directing the Camera	Approved Video Elective
IN 280: Writing in the Disciplines	AT 265: Foundations in Web Design/Development
Modern Language	Elective (3)
16 CREDITS	16 CREDITS

SENIOR YEAR

Fall Semester	Spring Semester
AT 490: Portfolio and Professional Development	AT 496: Arts Technology Capstone Project
AT 434: Post Production for Video and Cinema I	Approved Video Elective
Approved Entrepreneurship Elective	300/400 Elective (3)
Elective (3)	Elective (1)
300/400 Elective (3)	Student-run Venture
Student-run Venture	Elective (1)
13 Credits	14 Credits

Video Production & Cinema Concentration B.S.

Whether you are making a movie or selling a product it all starts with a good story.

Arts Technology Core		Business Foundations	Video Production & Cinema Concentration
<p>TH 135 Elements of Principles of Design or AR 105 2D Design (3)</p> <p>AT 110 Intro to Digital Media (3)</p> <p>AT 151 Arts Tech Essentials: Lighting, Photo, Video (2)</p> <p>AT 153 Arts Tech Essentials: Audio (2)</p> <p>AT 157 Storytelling (3)</p> <p>AR 101 Discourses in Media & Design (3)</p> <p>AT 265 Foundations in Web Design/Development (3)</p> <p>MC 312 Legal Issues in the Arts (3)</p> <p>AT 370 Arts Technology Cornerstone Project (1)</p>	<p>AT 470 Internship (1)</p> <p>AT 490 Portfolio and Professional Development (1)</p> <p>AT 496 Arts Technology Capstone Project (3)</p>	<p>Marketing:</p> <p>MK 200 Principles of Marketing (3) Pick 3 credits: MK 363 Brand Loyalty through Digital Media (3) MK 307 IMC Campaigns</p> <p>Entrepreneurship:</p> <p>ET 340 Foundations of Entrepreneurship (3) or ET 380 Art of Entrepreneurship (3)</p> <p>Administration:</p> <p>AD 323 Arts Management (3) or AD 360 Topics in Arts Administration (3)</p>	<p>AT 234 Directing for the Camera (3)</p> <p>AT 334 Production for Video and Cinema 1 (3)</p> <p>AT 434 Postproduction for Video and Cinema 1 (3)</p> <p>Choose 9 credits from:</p> <p>AT 235 The Director's Vision (3)</p> <p>AT 335 Production for Video and Cinema 11 (3)</p> <p>AT 435 Postproduction for Video and Cinema 11 (3)</p> <p>AT 337 Cinematography</p> <p>AT 329 Screenwriting</p> <p>AT 363 Topics in Video Production (3-9) Or Elective As Approved By Chair</p>
Total: 30 Credits		Total: 12 Credits	Total: 18 Credits

TYPICAL 8 SEMESTER SEQUENCE

FRESHMAN YEAR

Fall Semester	Spring Semester
IN 140: University Seminar	AR 101: Discourses in Media and Design
IN 180: University Writing	Oral Communication Course
AT 110: Intro to Digital Media	AT 151: Arts Tech Essentials: Lighting, Photo, Video
AT 153: Arts Tech Essentials: Audio	Natural Science with a Lab
Quantitative Reasoning	AT 157: Storytelling
TH 135: Elements & Principles of Design or AR 105: 2D Design	
17 Credits	15 Credits

JUNIOR YEAR

Fall Semester	Spring Semester
IN 350: Global Studies	MC 312: Legal Issues in the Arts
Approved Marketing Elective	AT 396: Arts Technology Cornerstone
300/400 level Elective (3)	Approved Video Elective
Approved Arts Administration Elective	Math or Natural Science
AT 334: Production for Video and Cinema I	Elective (3)
	Elective (3)
15 Credits	16 Credits

SOPHOMORE YEAR

Fall Semester	Spring Semester
IN 250: US Cultural Studies	IN 251: US Cultural Studies
MK 200: Principles of Marketing	Natural Science with a Lab
AT 234: Directing for the Camera	Approved Video Elective
IN 280: Writing for the Disciplines	AT 470/471: Internship
Math or Natural Science	AT 265: Foundations in Web Design/Development
15 Credits	14 Credits

SENIOR YEAR

Fall Semester	Spring Semester
AT 490: Portfolio and Professional Development	AT 496: Arts Technology Capstone Project
AT 434: Post Production for Video and Cinema I	Approved Video Elective
Approved Entrepreneurship Elective	International Cultures and Structures
Elective (3)	Elective (3)
300/400 Elective (3)	300/400 level Elective (3)
Student-run Venture	Student-run Venture
International Cultures and Structures	
16 Credits	16 Credits

Audio Engineering & Production Concentration B.A.

Learn on state-of-the-art analog and digital equipment from faculty who are passionate about elevating students.

Arts Technology Core		Business Foundations	Audio Engineering & Production Concentration
TH 135 Elements of Principles of Design or AR 105 2D Design (3) AT 110 Intro to Digital Media (3) AT 151 Arts Tech Essentials: Lighting, Photo, Video (2) AT 153 Arts Tech Essentials: Audio (2) AT 157 Storytelling (3) AR 101 Discourses in Media & Design (3) AT 265 Foundations in Web Design/Development (3) MC 312 Legal Issues in the Arts (3) AT 370 Arts Technology Cornerstone Project (1)	AT 470 Internship (1) AT 490 Portfolio and Professional Development (1) AT 496 Arts Technology Capstone Project (3) Student-run Ventures (2 credits): TH390 / AR 390 / MC 390 / AR 325 / IS 390 / MC 160 / MC 210 / AT 321 and others as approved	Marketing: MK 200 Principles of Marketing (3) Pick 3 credits: MK 363 Brand Loyalty through Digital Media (3) MK 307 IMC Campaigns Entrepreneurship: ET 340 Foundations of Entrepreneurship (3) or ET 380 Art of Entrepreneurship (3) Administration: AD 323 Arts Management (3) or AD 360 Topics in Arts Administration (3)	MC 101 Introduction to Music Industry (3) MC 104 Introduction to Recording Studio (2) MC 201 Recording Studio Techniques I (3) MC 202 Recording Studio Techniques II (3) MC 220 Studio Pressure Night (2) AT 330 Live Sound (3) AT 453 Audio Systems Design and Integration (3) Student-run Venture (2)
Total: 30 Credits		Total: 12 Credits	Total: 19 Credits

TYPICAL 8 SEMESTER SEQUENCE

FRESHMAN YEAR

Fall Semester	Spring Semester
IN 140: University Seminar	Modern Language
IN 180: University Writing	Oral Communication Course
AT 110: Intro to Digital Media	AT 151: Arts Tech Essentials: Lighting, Photo, Video
AT 153: Arts Tech Essentials: Audio	MC 104: Intro to the Recording Studio
Quantitative Reasoning	AT 157: Storytelling
	TH 135: Elements and Principles of Design or AR 105 2D Design
14 Credits	17 Credits

JUNIOR YEAR

Fall Semester	Spring Semester
Modern Language / ICS	MC 312: Legal Issues in the Arts
Approved Marketing Elective	AT 396: Arts Technology Cornerstone
300/400 level Elective (3)	IN 350: Global Studies
Approved Arts Administration Elective	AT330 Live Sound
MC 220: Studio Pressure Night	Elective (2)
AT 470/471: Internship	Student-run Venture
	AR 101: Discourses in Media and Design
16 Credits	16 Credits

SOPHOMORE YEAR

Fall Semester	Spring Semester
IN 250: US Cultural Studies	IN 251: US Cultural Studies
MK 200: Principles of Marketing	IN 280: Writing in the Disciplines
MC 101: Intro to Music Industry	MC 202: Recording Studio Techniques II
MC 201: Recording Studio Techniques I	AT 265: Foundations in Web Design/Development
Modern Language	Natural Science with a Lab
16 Credits	16 Credits

SENIOR YEAR

Fall Semester	Spring Semester
AT 490: Portfolio and Professional Development	AT 496: Arts Technology Capstone Project
Elective (3)	Student-run Venture
300/400 level Elective (3)	Elective (3)
Approved Entrepreneurship Elective	300/400 level Elective
300/400 level Elective (3)	AT 453: Audio Systems Design and Integration
300/400 level Elective (1)	Elective (2)
14 Credits	15 Credits

Audio Engineering & Production Concentration B.S.

Learn on state-of-the-art analog and digital equipment from faculty who are passionate about elevating students.

Arts Technology Core		Business Foundations	Audio Engineering & Production Concentration
<p>TH 135 Elements of Principles of Design or AR 105 2D Design (3)</p> <p>AT 110 Intro to Digital Media (3)</p> <p>AT 151 Arts Tech Essentials: Lighting, Photo, Video (2)</p> <p>AT 153 Arts Tech Essentials: Audio (2)</p> <p>AT 157 Storytelling (3)</p> <p>AR 101 Discourses in Media & Design (3)</p> <p>AT 265 Foundations in Web Design/Development (3)</p> <p>MC 312 Legal Issues in the Arts (3)</p> <p>AT 370 Arts Technology Cornerstone Project (1)</p>	<p>AT 470 Internship (1)</p> <p>AT 490 Portfolio and Professional Development (1)</p> <p>AT 496 Arts Technology Capstone Project (3)</p>	<p>Marketing:</p> <p>MK 200 Principles of Marketing (3) Pick 3 credits:</p> <p>MK 363 Brand Loyalty through Digital Media (3)</p> <p>MK 307 IMC Campaigns</p> <p>Entrepreneurship:</p> <p>ET 340 Foundations of Entrepreneurship (3) or ET 380 Art of Entrepreneurship (3)</p> <p>Administration:</p> <p>AD 323 Arts Management (3) or AD 360 Topics in Arts Administration (3)</p>	<p>MC 101 Introduction to Music Industry (3)</p> <p>MC 104 Introduction to Recording Studio (2)</p> <p>MC 201 Recording Studio Techniques I (3)</p> <p>MC 202 Recording Studio Techniques II (3)</p> <p>MC 220 Studio Pressure Night (2)</p> <p>AT 330 Live Sound (3)</p> <p>AT 453 Audio Systems Design and Integration (3)</p> <p>Student-run Venture (2)</p>
Total: 30 Credits		Total: 12 Credits	Total: 19 Credits

TYPICAL 8 SEMESTER SEQUENCE

FRESHMAN YEAR

Fall Semester	Spring Semester
IN 140: University Seminar	Natural Science with a Lab
IN 180: University Writing	Oral Communication Course
AT 110: Intro to Digital Media	AT 151: Arts Tech Essentials: Lighting, Photo, Video
AT 153: Arts Tech Essentials: Audio	MC 104: Intro to the Recording Studio
Quantitative Reasoning	AT 157: Storytelling
	TH 135: Elements and Principles of Design or AR 105 2D Design
14 Credits	17 Credits

SOPHOMORE YEAR

Fall Semester	Spring Semester
IN 250: US Cultural Studies	IN 251: US Cultural Studies
MK 200: Principles of Marketing	IN 280: Writing in the Disciplines
MC 101: Intro to Music Industry	MC 202: Recording Studio Techniques II
MC 201: Recording Studio Techniques I	AT 265: Foundations in Web Design/Development
Math or Natural Science	Natural Science with a Lab
AR 101: Discourses in Media and Design	
18 Credits	15 Credits

JUNIOR YEAR

Fall Semester	Spring Semester
Natural Science with a Lab	MC 312: Legal Issues in the Arts
Approved Marketing Elective	AT 396: Arts Technology Cornerstone
300/400 level Elective (3)	Student-run Venture
Approved Arts Administration Elective	AT330 Live Sound
MC 220: Studio Pressure Night	International Cultures and Structures
AT 470/471: Internship	300/400 level Elective
16 Credits	14 Credits

SENIOR YEAR

Fall Semester	Spring Semester
AT 490: Portfolio and Professional Development	AT 496: Arts Technology Capstone Project
Elective (3)	300/400 level Elective (3)
Elective (3)	AT 453: Audio Systems Design and Integration
Approved Entrepreneurship Elective	International Cultures and Structures
IN 350: Global Studies	Student-run Venture
300/400 level Elective (3)	300/400 level Elective (1)
16 Credits	14 Credits

Interactive Media Concentration B.A.

Become a specialist in design, programming, and emerging technologies.

Arts Technology Core		Business Foundations	Interactive Media Concentration
<p>TH 135 Elements of Principles of Design or AR 105 2D Design (3)</p> <p>AT 110 Intro to Digital Media (3)</p> <p>AT 151 Arts Tech Essentials: Lighting, Photo, Video (2)</p> <p>AT 153 Arts Tech Essentials: Audio (2)</p> <p>AT 157 Storytelling (3)</p> <p>AR 101 Discourses in Media & Design (3)</p> <p>AT 265 Foundations in Web Design/Development (3)</p> <p>MC 312 Legal Issues in the Arts (3)</p> <p>AT 370 Arts Technology Cornerstone Project (1)</p>	<p>AT 470 Internship (1)</p> <p>AT 490 Portfolio and Professional Development (1)</p> <p>AT 496 Arts Technology Capstone Project (3)</p>	<p>Marketing: MK 200 Principles of Marketing (3) Pick 3 credits: MK 363 Brand Loyalty through Digital Media (3) MK 307 IMC Campaigns</p> <p>Entrepreneurship: ET 340 Foundations of Entrepreneurship (3) or ET 380 Art of Entrepreneurship (3)</p> <p>Administration: AD 323 Arts Management (3) or AD 360 Topics in Arts Administration (3)</p>	<p>IS 221 Programming Fundamentals (3)</p> <p>IS 240 Foundations of Information Systems (3)</p> <p>IS 322 Web/Mobile Application Development (3)</p> <p>IS 350 Application Integration (3)</p> <p>AR 201 Computer Art & Design (3)</p> <p>Choose 3 credits from: AT 319 Interface Design & Data Visualization AT 320 Motion Graphics Animation (3) AT 366 Topics in Interactive Media (3) AR 327 Computer Art & Design: Creative Concepts (3) IS 321 System Analysis & Design (3) Or Elective As Approved By Chair</p>
Total: 30 Credits		Total: 12 Credits	Total: 18 Credits

TYPICAL 8 SEMESTER SEQUENCE

FRESHMAN YEAR

Fall Semester	Spring Semester
IN 140: University Seminar	Oral Communication Course
IN 180: University Writing	Modern Language
AT 110: Intro to Digital Media	AT 151: Arts Tech Essentials: Lighting, Photo, Video
AT 153: Arts Tech Essentials: Audio	IS 221: Programming Fundamentals
Quantitative Reasoning	AT 157: Storytelling
AR 105: 2D Design	
17 Credits	15 Credits

JUNIOR YEAR

Fall Semester	Spring Semester
Modern Language / ICS	MC 312: Legal Issues in the Arts
Approved Marketing Elective	AT 396: Arts Technology Cornerstone
IN 251 US Cultural Studies	Elective (3)
Approved Arts Administration Elective	Approved Interactive Media Elective
Approved Interactive Media Elective	Approved Entrepreneurship Elective
AT 470/471: Internship	Elective (3)
17 Credits	15 Credits

SOPHOMORE YEAR

Fall Semester	Spring Semester
IN 250: US Cultural Studies	IN 280: Writing in the Disciplines
MK 200: Principles of Marketing	Approved Interactive Media Elective
Natural Science with a Lab	AR 101: Discourses in Media and Design
AR 201: Computer Art & Design	AT 265: Foundations in Web Design/Development
IS 240: Foundations of Information Systems	Modern Language
16 Credits	16 Credits

SENIOR YEAR

Fall Semester	Spring Semester
AT 490: Portfolio and Professional Development	AT 496: Arts Technology Capstone Project
IS 322: Web/Mobile Application Development	IS 350: Application Integration
300/ 400 level Elective (3)	Elective (3)
Student-run Venture	Elective (3)
IN 350: Global Studies	Student-run Venture
ICS	300/ 400 level Elective (3)
14 Credits	16 Credits

Interactive Media Concentration B.S.

Become a specialist in design, programming, and emerging technologies.

Arts Technology Core		Business Foundations	Interactive Media Concentration
<p>TH 135 Elements of Principles of Design or AR 105 2D Design (3)</p> <p>AT 110 Intro to Digital Media (3)</p> <p>AT 151 Arts Tech Essentials: Lighting, Photo, Video (2)</p> <p>AT 153 Arts Tech Essentials: Audio (2)</p> <p>AT 157 Storytelling (3)</p> <p>AR 101 Discourses in Media & Design (3)</p> <p>AT 265 Foundations in Web Design/Development (3)</p> <p>MC 312 Legal Issues in the Arts (3)</p> <p>AT 370 Arts Technology Cornerstone Project (1)</p>	<p>AT 470 Internship (1)</p> <p>AT 490 Portfolio and Professional Development (1)</p> <p>AT 496 Arts Technology Capstone Project (3)</p>	<p>Marketing: MK 200 Principles of Marketing (3) Pick 3 credits: MK 363 Brand Loyalty through Digital Media (3) MK 307 IMC Campaigns</p> <p>Entrepreneurship: ET 340 Foundations of Entrepreneurship (3) or ET 380 Art of Entrepreneurship (3)</p> <p>Administration: AD 323 Arts Management (3) or AD 360 Topics in Arts Administration (3)</p>	<p>IS 221 Programming IS 221 Programming Fundamentals (3) IS 240 Foundations of Information Systems (3) IS 322 Web/Mobile Application Development (3) IS 350 Application Integration (3) AR 201 Computer Art & Design (3)</p> <p>Choose 3 credits from: AT 319 Interface Design & Data Visualization AT 320 Motion Graphics Animation (3) AT 366 Topics in Interactive Media (3) AR 327 Computer Art & Design: Creative Concepts (3) IS 321 System Analysis & Design (3) Or Elective As Approved By Chair</p>
Total: 24-30 Credits		Total: 12 Credits	Total: 18 Credits

TYPICAL 8 SEMESTER SEQUENCE

FRESHMAN YEAR

Fall Semester	Spring Semester
IN 140: University Seminar	Oral Communication Course
IN 180: University Writing	Natural Science with a Lab
AT 110: Intro to Digital Media	AT 151: Arts Tech Essentials: Lighting, Photo, Video
AT 153: Arts Tech Essentials: Audio	IS 221: Programming Fundamentals
Quantitative Reasoning	AT 157: Storytelling
AR 105: 2D Design	
17 CREDITS	15 CREDITS

JUNIOR YEAR

Fall Semester	Spring Semester
IN 350: Global Studies	MC 312: Legal Issues in the Arts
Approved Marketing Elective	AT 396: Arts Technology Cornerstone
Elective	Math or Natural Science
Approved Arts Administration Elective	300/400 level Elective (3)
Approved Interactive Media Elective	Approved Entrepreneurship Elective
AT 470/471: Internship	Elective (3)
16 Credits	16 Credits

SOPHOMORE YEAR

Fall Semester	Spring Semester
IN 250: US Cultural Studies	IN 251: US Cultural Studies
MK 200: Principles of Marketing	Approved Interactive Media Elective
AR 101: Discourses in Media and Design	AR 265: Foundations in Web Design/Development
AR 201: Computer Art & Design	Natural Science with a Lab
IS 240: Foundations of Information Systems	IN 280: Writing in the Disciplines
15 CREDITS	16 CREDITS

SENIOR YEAR

Fall Semester	Spring Semester
AT 490: Portfolio and Professional Development	AT 496: Arts Technology Capstone Project
IS 322: Web/Mobile Application Development	IS 350: Application Integration
Elective (3)	International Cultures and Structures
Student-run Venture	300/400 level Elective (3)
International Cultures and Structures	Student-run Venture
300/400 level Elective	Math or Natural Science
14 Credits	16 Credits