

Bachelor of Science in Multimedia Design

(joint program with College of Communication and Media Sciences and College of Technological Innovation)

This interdisciplinary program emphasizes the acquisition of the knowledge and skills in information technology, public media, and the arts that will meet the growing demand by employers for multimedia graduates with broad expertise and a high level of leading-edge technical skills. The program encompasses the design, development, and deployment of interactive multimedia. It focuses on the effective management of current and emerging technologies and highlights innovation and entrepreneurship throughout the program. Graduates with a degree in Multimedia Design will be well prepared for both the public and corporate sectors and will be able to manage and develop interactive multimedia initiatives ranging from software development to the design and management of live interactive corporate media systems. The program draws equally on faculty strength in the three colleges that support it.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

1. Theory and History of Art and Design:

- Students understand and comprehend Art & Design theory.
- Students are able to complete historical and conceptual analysis of social or medium specific case studies in art and design traditions.
- Students are knowledgeable of the historical progression of art, including the comprehension of art and design as a cultural system.

(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)

2. Professional Art and Design Practice:

- Students are able to apply design fundamental to making of art as vehicle for self expression, as well as for professional results.
- Students are proficient in the practical application of art and design skills, as well as in professional practice.

(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)

3. Critical Thinking:

- Students are able to define and analyze a problem, as well as evaluate and judge potential solutions.
- Students can develop a project and defend

the outcome to an informed audience.

- Students understand the criteria for critical discussion of the arts and the relationship to the creative process.

(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)

4. Visual Literacy:

- Students can demonstrate the formulation of complex visual and spatial problems as well as responsive development of innovative solutions.
- Students are able to engage in analysis and interpretation of visual culture.
- Students possess an understanding of design principles: color, line, mass, balance, symmetry, perspective, form, shape, space, volume, value, and visual hierarchy.

(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)

5. Information Technology:

- Students can demonstrate proficiency in the use of a number of technologies.
- Students display an integrated approach utilizing multiple technologies in their professional portfolio in an ethical manner.
- Students understand the limitations of technology by choosing appropriate media for art & design problems and projects.

(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)

6. Teamwork and Leadership:

- Students cooperate among group members while assuming responsibility for self and group outcomes.
- Students offer creative and constructive input to the group and accept similar feedback.
- Students consider multiple perspectives of others prior to pursuing a stated goal.

(Level 7 of QFE: Knowledge, Skill, Autonomy and responsibility, Role in context, Self-development)

Degree Requirements

Required Credit Hours: 120 hours

General Education	28 CHs
Program Required Courses	80 CHs
Electives	9 CHs

General Education Courses		28 CHs
ICB101	Strategic Learning and Growth	4
ICB102	Expressive Clarity	3
ICB103	Applied Algorithmic Thinking	4
IDS102	Applied Creative and Critical Thinking	4
IDS101	Critique and Communication	4

IAH244	Ethical Systems, Moral Dilemmas	4
IAR110 or IAR111	Arabic Lab 1 (N): Speaking to Engage & Persuade Arabic Lab 1 (NN): Arabic Language & Culture for Beginners	1
IDS220	Fundamentals of Innovation and Entrepreneurship	3
IAR210 or IAR211	Arabic Lab 2 (N): Writing to Inform Arabic Lab 2 (NN): Arabic Language & Culture for Intermediate Proficiency	1

Program Required courses		83 CHs
ART121	Fundamentals of Art & Design Studies	3
ART220	Introduction to Art History	3
ART201	Principles of Design	3
ART251	Basic Design	3
CIT210	Essentials of IT and Infrastructure	3
COM210	Introduction to Media Storytelling	3
SWE225	Introduction to Programming and Problem Solving	3
AGD351	Graphic Design I	3
COM212	Digital Storytelling	3
AAD376	Animation I	3
ARM240	Media Storytelling in Arabic I	3
COM240	Media Law and Ethics	3
AAD375	Fundamentals of Digital 3D	3
IMT345	Multimedia Systems	3
MPS380	Web Production	3
IMT375	Human Computer Interaction	3
AAH322	History of Islamic Art and Architecture	3
MPS321	Video Production	3
IMT376	Game Design, Prototyping and Programming	3
ISC383	Introduction to Social Media	3
ARM340	Media Storytelling in Arabic II	3
ADR321	Material Culture of the United Arab Emirates	3
ART209	CAD Lab	2
SWE371	Mobile Computing	3
AAD377	Animation II	3
NET255	Networks and Telecommunications	3
MPS382	Multimedia Production	3

CIT490 or ART490 or COM490	Internship Internship Internship	3
ART History Electives <i>Student picks course from below list</i>		3 CHs
AAH324	Contemporary Islamic Art and Architecture	3
AAH325	History of Design	3
AAH326	Representation: Exhibition, Display and Interpretation I	3
AAH327	Representation: Exhibition, Display and Interpretation II	3
AAH420	Communities, Curatorial Practices, and Collections	3
AAH422	Contemporary Art Theory	3
AAH425	History of Graphic Design	3
AAH430	Curatorial Practices	3

Program Electives		6 CHs
<i>Student picks courses from the list</i>		
AVA310	Drawing I	3
AVA345	Digital Video I	3
AID477	Advanced Modeling, Lighting and Rendering	3
AGD314	Illustration and Visual Narrative	3
AAH427	History of Animation	3
TCC237	Interpersonal & Intercultural Communication	3
ISC357	Creative Advertising	3
MPS220	Visual Storytelling	3
MPS421	Advanced Media Production	3
MPS481	Zajel Student Media Production	3
SWE245	Web Development	3
IMT340	Computer Graphics	3
CIT372	Cloud Computing	3

Zayed University

College of Arts and Creative Enterprises

Bachelor of Science in Multimedia Design

(Joint with College of Communication and Media Sciences and College of Technological Innovation)
(Recommended Sequence)

	Semester 1			Credits	Semester 2			Credits
	Year 1	ICB101	Strategic Learning and Growth		4	IDS101	Critique and Communication	
ICB102		Expressive Clarity	3	IAH244	Ethical Systems, Moral Dilemmas	4		
ICB103		Applied Algorithmic Thinking	4	IAR110 or	Arabic Lab 1 (N): Speaking to Engage & Persuade	1		
IDS102		Applied Creative and Critical Thinking	4	IAR111	Arabic Lab 1 (NN): Arabic Language & Culture for Beginners			
				ART121	Fundamentals of Art & Design Studies	3		
				ART220	Introduction to Art History	3		
			Total	15		Total	15	
Year 2	Semester 3			Semester 4				
	ART201	Principles of Design	3	SWE225	Introduction to Programming and Problem Solving	3		
	ART251	Basic Design	3	AGD351	Graphic Design I	3		
	IDS220	Fundamentals of Innovation and Entrepreneurship	3	COM212	Digital Storytelling	3		
	CIT210	Essentials of IT and Infrastructure	3	AAD376	Animation I	3		
	COM210	Introduction to Media Storytelling	3	ARM240	Media Storytelling in Arabic I	3		
			Total	15		Total	15	
Year 3	Semester 5			Semester 6				
	COM240	Media Law and Ethics	3	AAH322	History of Islamic Art and Architecture	3		
	AAD375	Fundamentals of Digital 3D	3	MPS321	Video Production	3		
	IMT345	Multimedia Systems	3	IMT376	Game Design, Prototyping and Programming	3		
	MPS380	Web Production	3	Elective	Program Elective	3		
	IMT375	Human Computer Interaction	3	IAR210 or	Arabic Lab 2 (N): Writing to Inform	1		
				IAR211	Arabic Lab 2 (NN): Arabic Language & Culture for Intermediate Proficiency			
			ISC383	Introduction to Social Media	3			
		Total	15		Total	16		
Year 4	Semester 7			Semester 8				
	ADR321	Material Culture of the United Arab Emirates	3	MPS382	Multimedia Production	3		
	ARM340	Media Storytelling in Arabic II	3	Elective	Program Elective	3		
	SWE371	Mobile Computing	3	Elective	ART History Electives	3		
	AAD377	Animation II	3	ART209	CAD Lab	2		
	NET255	Networks and Telecommunications	3					
		Total	15		Total	11		
Year 5	Semester 9							
	CIT490 or ART490 or COM490	Internship	3					
		Total	3					

Total = 120 Credit Hours