Bachelor of Arts in Multimedia Studies

Program Information

College	Dorothy F. Schmidt College of Arts and Letters		
Department or school	School of Communication and Multimedia Studies		
Degree abbreviation	B.A.	**CIP code**	09.0702
Program website	www.fau.edu/artsandletters/scms/multi-std		

Our commitment to you

This Academic Learning Compact describes the program's mission, what students who complete the program will know and be able to do, and how faculty assess that learning. Florida Atlantic University publishes a compact for every degree program and standalone certificate, so students, families, employers, and the community can see what each program commits to providing its graduates.

Program mission

The multimedia studies program offers a hands-on education that blends creativity, critical thinking, and real-world skills. It combines the best of a liberal arts education with professional training, preparing graduates for careers in a wide range of media industries.

Florida Atlantic University's mission

Florida Atlantic University is recognized as an opportunity university and R1 research institution dedicated to transforming lives through education, discovery, and innovation. We empower students to achieve economic mobility, advance knowledge that creates meaningful impact, and forge partnerships that drive prosperity and connection in the communities we serve.

How the program supports the university mission

The major supports the university's mission by transforming lives through education and innovation. Hands-on media production prepares career-ready graduates and ends in a senior capstone project that students present and critique.

About the program

Multimedia studies majors explore film, television, journalism, video production, animation, and emerging digital media. They learn to analyze media and create their own work across platforms. The major is a great fit for storytellers who want both creative and critical skills.

Student learning outcomes

By graduation, students will be able to demonstrate outcomes in three core areas: content/discipline knowledge and skills (Outcome 1), communication skills (Outcome 2) and critical thinking skills (Outcome 3). Faculty assess all three core outcomes every year.

A. Content/Discipline Knowledge and Skills

What graduates will know and be able to do in their field

Areas this program addresses (check at least two)

- ☒ **Declarative knowledge:** key vocabulary, history, theories and concepts of the field
- ☐ **Research skills:** finding, gathering, analyzing and reporting information the way the field does
- ☒ **Technical skills:** hands-on tools and methods of the field, such as software, instruments, lesson plans or business reports

Graduates will be able to use video editing, web design and embedded media to produce multimedia work.
Graduates will be able to explain major developments in the history of multimedia production in the United States and abroad.

How students show it

Projects in the senior multimedia practicum capstone, reviewed for historical and theoretical knowledge and media skills.

Where it is assessed

VIC 4943 Multimedia Practicum; RTV 4303 Advanced Broadcast Journalism; COM 3945 Communication Internship

B. Communication Skills

How graduates will share ideas and work with others

Areas this program addresses (check at least two)

- ☒ **Written communication:** clear, well-organized writing suited to the audience and purpose
- ☒ **Oral communication:** well-organized presentations that connect with an audience
- ☒ **Other forms of communication:** visual, media, performance or exhibit work
- ☐ **Team/collaborative communication:** contributing to group projects and shared goals

Graduates will be able to communicate ideas through projects that combine video, audio, images and text.
Graduates will be able to present their work to peers and lead discussion of its technical and artistic choices.
Graduates will be able to write and speak critically about the strengths and weaknesses of their own work.

How students show it

The multistage final project in the senior capstone, including the class presentation and the oral and written self-critique.

Where it is assessed

VIC 4943 Multimedia Practicum; RTV 4303 Advanced Broadcast Journalism; COM 3945 Communication Internship

C. Critical Thinking Skills

How graduates will analyze, create and solve problems

Areas this program addresses (check at least one)

☒ **Analytical skills:** weighing evidence, comparing ideas and judging arguments

☒ **Creative skills:** combining knowledge to create something new, such as a design, performance or proposal

☐ **Practical skills:** applying knowledge to real situations, such as a business proposal, lesson plan or grant

Graduates will be able to analyze central questions in the field, such as how old and new media relate and how new media affect people and communities.
Graduates will be able to build an argument or investigation in multimedia form, combining audio, video, images, text and graphics.

How students show it

The multimedia critical essay project completed in the senior capstone.

Where it is assessed

VIC 4943 Multimedia Practicum; RTV 4303 Advanced Broadcast Journalism; COM 3945 Communication Internship

Assessment approaches

Every year, faculty review samples of student work to see how well students are meeting all three outcomes, and they use what they learn to improve the program.

All majors complete a senior multimedia practicum as their capstone. Faculty review each student's projects with a shared rating scale. They look at historical and theoretical knowledge, media skills, communication, and the strength of the student's argument and research.

Assessment methods may change over time.