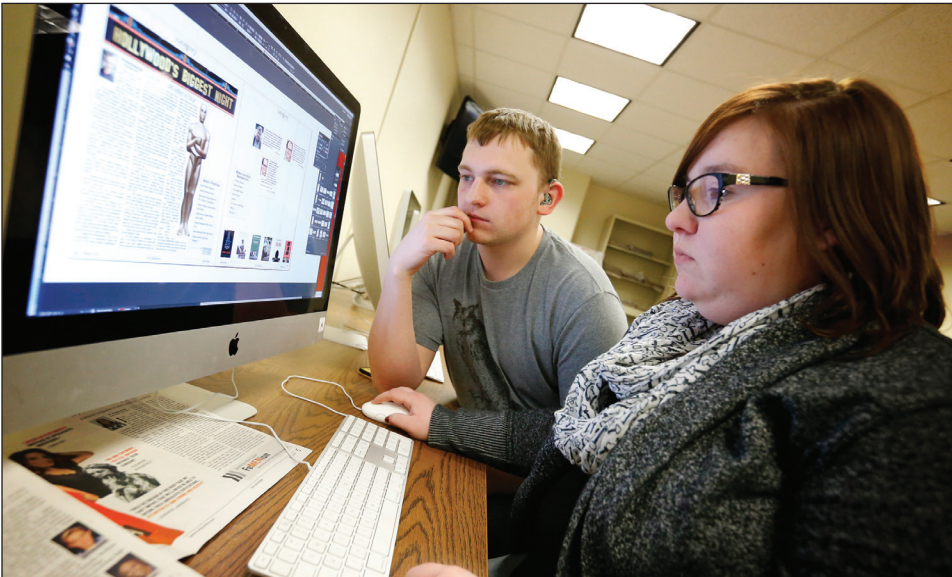


COLLEGE OF FINE ARTS AND HUMANITIES

COMMUNICATION



MULTIMEDIA

In the multimedia program, you will be challenged to bring stories to life by combining ideas with technology and create a unique style of visual with text, film, audio, photos and graphics for channels such as print, video or the Web. You will also learn the programming languages HTML, CSS and JavaScript from dedicated faculty members who give individualized instruction. The major is an interdisciplinary major with courses in art, computer science and communication. After completing the program requirements, you will gain the knowledge, skills and tools to be successful in careers where digital technology is essential.

Career opportunities

- Web content producer/editor
- Graphic designer
- Video game designer
- Software developer
- Multimedia reporter
- Online journalist
- Page/newsletter/publication designer
- Videographer
- Audio engineer
- New innovative careers

Reasons to major in multimedia at UNK

- Expertise from three academic departments
- Integration of the newest technologies
- Real world projects
- Creation of an electronic portfolio (typically shown to potential employers)
- Preparation for the ever-changing world of multimedia
- Networking connections
- Opportunities to serve communities

Alumni profile

“During my senior year of high school, I had determined that I wanted to work with computers and decided on a major of computer science,” said Aubrie Hill from Julesburg, Colo. However, she visited UNK for a campus tour and learned about a new major being offered – multimedia.



AUBRIE HILL

After returning home, Hill did some research and found that UNK was one of the few schools in the Midwest offering multimedia. “It became very apparent to me that UNK would be the perfect place to get my degree.”

Hill, who graduated in 2009, is the online creative lead and video editor at Redstone Communications in Omaha, Neb. “The UNK faculty gave me the tools to be successful. They required that I learn the skill set to know where to seek out information, rather than specific knowledge, and assigned projects that required me to apply it to the problem at hand. Learning how to problem solve has been significant in my current field.”

THE INFORMATION AGE

The Information Age is the period in human history when technology and information merged. Consequently, the way people live, work, play and communicate has been forever changed. As a matter of fact, society continues to be profoundly impacted from current advances in innovation.

87% of Americans go online

68% of Americans go online with a mobile device

MULTIMEDIA**FOUR YEAR CLASS SCHEDULE: BACHELOR OF ARTS OR SCIENCE**

The schedule is a guideline for progress toward a degree. Consult with your academic adviser.

Semester 1 (16 credits) GS core Oral Communication GS core JMC 100 Global Media GS Natural Sciences course with lab GS Portal 188 course (your choice) JMC 112 Communication Software	Semester 2 (15 credits) GS Natural Sciences course GS Humanities course GS core ENG 102 Writing and Research GS core MATH 102 College Algebra ART 120 Art Appreciation
Semester 3 (15 credits) GS Social Sciences course JMC 250 Video Production CSIT 130 Introduction to Computer Minor or second major course <u>FOR B.A.</u> – Language requirement course <u>FOR B.S.</u> – See adviser	Semester 4 (15 credits) GS Humanities course GS Social Sciences course JMC 300 Web Site Design Minor or second major course <u>FOR B.A.</u> – Language requirement course <u>FOR B.S.</u> – See adviser
Semester 5 (15 credits) JMC 318 Writing for the Media ART 305 Computers and Design CSIT 425 Database systems Minor or second major course Unrestricted elective	Semester 6 (15 credits) GS Capstone 388 course (your choice) ART 301 Typography JMC 414 Communications Law Minor or second major course Minor or second major course
Semester 7 (16 credits) JMC elective (1 credit) JMC 497 Portfolio CSIT 440 Client-side Web Application ART 318 Graphic Design I Multimedia elective Minor or second major course Minor or second major course	Semester 8 (13 credits) JMC 498 Multimedia Directed Study Multimedia elective Multimedia elective Minor or second major course Unrestricted elective

Ways to engage on campus**Students in Mass Media (S.I.M.M.)**

Students in Mass Media is an honorary organization for journalism and multimedia students. Members have opportunities for networking and out-of-class educational experiences through speakers, workshops and field trips.

The Antelope (student newspaper)

Students publish The Antelope print and online newspaper weekly utilizing writing and technology skills taught in the classrooms.

KLPR 91.1 FM (campus radio)

Student DJs and announcers produce a wide variety of music, sports, talk, news, public affairs and special interest programming on the campus radio station that broadcasts 24 hours a day/7 days a week. The content is also streamed on the Internet at klpr.unk.edu.

Ad/PR Club

Members in Ad/PR Club will gain a better understanding of the functions of advertising and public relations, learn professionalism, be encouraged to network with professionals, develop individual communications skills, and have opportunities for fellowship.

Forensics (college-level speech/debate)

UNK competitors work hard to improve their speaking abilities and compete on the American Forensics Association circuit.

Lambda Pi Eta

Students with outstanding scholastic achievement in the field of communication may join the honorary organization Lambda Pi Eta.

Scholarships available

- Freshman Grants
- Mitchell Family Scholarship
- Henning Family Scholarship Fund
- Phyllis Roberts Scholarship
- Bob and Dora Jenner Memorial Scholarship

Successful students majoring in multimedia demonstrate natural creativity, have strong computer/math skills and eye-hand coordination, pay attention to details, communicate effectively, think logically, adapt to change, and work well independently or on a team.

For more information, contact:

Dr. Ralph Hanson, dept. chair and professor
Library Mitchell Center, 146
(308) 865-8412
hansonre@unk.edu

COMM - 0315

ALUMNI PROFILE – Sergio Esquivel

Sergio Esquivel, from Lexington, Neb., had two areas of interest when he entered college – computer programming and design. “I remember looking at the catalog and was very excited at the courses offered for the multimedia program. I felt it was a right fit for me because not only would I be able to take computer science classes, but also courses in the art department to expand my design skills.”

Esquivel says communication professors were helpful. “I encountered faculty that cared, although that seems to be the case for most of the faculty I met at UNK. I also liked having the right tools and equipment at my disposal, such as cameras, microphones and computer software.”

Through a college internship at Hollman Media, LLC in Kearney, Esquivel benefited from practical on-the-job training. “I gained experience, learned more about the field, and was able to expand my skills. My internship helped me decide what I wanted to do with my major.” Esquivel, a 2014 UNK graduate, is now a Web developer who builds and maintains websites for Hollman Media, LLC.

