

MEDIA DESIGN (MDS)

The goal of this interdisciplinary major is to produce four-year graduates who can apply for entry-level positions in design, business, and/or communications careers. Graduates will be liberally educated, integrative thinkers, problem solvers, and successful employees because they can take advantage of generalist and specialist experiences and training during their undergraduate education at WLC. Graduates will have had coursework in current software, to include Adobe Creative Suite and sophisticated text editors for computer code.

A student majoring in Media Design may not also major or minor in Art.

Course of Study

A major in media design consists of at least 47 credits:

1. Foundation courses: ART 101, 121, 231.
2. Core courses: ART 240, 303, 342, 497,. BUS 240, COM 201, MDS 440, 490.
3. Appreciation: At least 6 credits from the following: ART 211, 212, 213. 306, 307, 400.
4. Studio Electives: At least 6 credits from the following electives: ART 102, 122, 201, 202, 251, 252, or 274.
5. Adv. Studio Electives: At least 3 credits from the following electives: ART 350, 360, 374 or 381.

MDS 101 Web Concepts for Non-Designers. 2 cr.

This course is an introduction to design and content for web environments. Focused on four practical parts, the course teaches basic elements and properties of code, functions of a WYSIWYG engine within a Content Management System, the elements and principles of effective design, and current trends and strategies. Every student in this course will create their own web site, applicable to their academic and career interests.

MDS 440 Portfolio Development. 3 cr.

This course builds an awareness of professional practices in the field of design, emphasizing the production of a body of work, for a final portfolio. Additional focus will be given to print or web design based on individual students skills and interests. Prereq: Media Design Major

MDS 490 Media Design Internship. 1-3 cr.

By arrangement with department and internship coordinator.

MDS x91 Special Topics. 1-3 cr.

This course is a seminar in current media design topics. It may be repeated for different topics. Prereq: Instructor approval.

MDS 199-499 Independent Study. 1-3 cr.

By arrangement with department.