



Eureka College

## MAJOR IN DIGITAL AND MEDIA DESIGN 2017-2018 CATALOG

**REQUIREMENTS:** a minimum of 39 hours of coursework, consisting of the following:

***All of the following:***

_____	ART410 – Exhibit & Portfolio Preparation	3 hrs.
_____	BUA230 – Marketing	3 hrs.
_____	COM110 – Introduction to Public Speaking	3 hrs.
_____	COM230 – Mass Media	3 hrs.
_____	COM355 – Public Relations	3 hrs.

***Five (5) of the following, at least two (2) of which are at the 300-499 level:***

_____	ART106 – Design Fundamentals	3 hrs.
_____	ART110 – Drawing Fundamentals	3 hrs.
_____	ART206 – Introduction to Graphic Design	3 hrs.
_____	ART241 – Darkroom Fundamentals	3 hrs.
_____	ART245 – Digital Photography Fundamentals	3 hrs.
_____	ART280 – Printmaking	3 hrs.
_____	ART290 – Typography	3 hrs.
_____	ART306 – Advanced Graphic Design	3 hrs.
_____	ART310 – Illustrating for the Literary Market	3 hrs.
_____	ART345 – Advanced Digital Imaging and Photoshop	3 hrs.
_____	ART350 – Selected Studio Topics	3 hrs.
_____	ART380W – Seminar in Visual Culture	3 hrs.

***Plus two of the following:***

_____	BUA311 – Entrepreneurship	3 hrs.
_____	BUA331 – Consumer Behavior	3 hrs.
_____	BUA333 – Retailing	3 hrs.
_____	BUA334 – Advertising	3 hrs.

***Plus one of the following:***

_____	COM265W – Writing for the Media	3 hrs.
_____	COM310W – Advanced Speech Writing & Presentation <sup>(Alt 2)</sup>	3 hrs.
_____	COM311W – Messages and Meaning <sup>(Alt 2)</sup>	3 hrs.
_____	COM370W – Professional Communication <sup>(Alt 2)</sup>	3 hrs.
_____	ENG120 – Introduction to Creative Writing	3 hrs.