

2021-2022 Southeastern University - Unrestricted Education Catalog

Southeastern University

Bachelor of Science, Digital Media & Design (Partner Sites)

The Bachelor of Science in Digital Media and Design (BSDMD) is an online communication program, which caters to working adults—regardless of age—who are seeking career advancement. The program introduces and assesses students in the following curricular categories: (1) digital media and design knowledge, (2) skills in digital media and editorial production, (3) skills in digital design and art, and (4) skills in digital marketing. The BSDMD provides students with the critical communication and digital design skills necessary for advancement in the marketplace or acceptance to graduate schools that focus on communication or design. The program supports the mission of Southeastern University by equipping future communication leaders to serve the marketplace through Spirit-empowered life, learning, and leadership.

[Bachelor of Science, Digital Media & Design \(Partner Sites\) Four-Year Plan](#)

Foundational Core - 58 Credit Hours

Intellectual and Practical Skills - 15 Hours

- [DCOM 1433 - FUNDAMENTALS OF SPEECH](#) Credits: 3
- [ENGL 1133 - ENGLISH COMPOSITION I](#) Credits: 3
- [ENGL 1233 - ENGLISH COMPOSITION II](#) Credits: 3

Mathematics (select two):

- [MATH 1213 - COLLEGE ALGEBRA](#) Credits: 3
- [MATH 1223 - QUANTITATIVE REASONING](#) Credits: 3
- [MATH 1313 - TOPICS IN MATHEMATICS](#) Credits: 3
- [MATH 1323 - EXPLORATIONS IN MATHEMATICS](#) Credits: 3
- [MATH 2023 - INTRODUCTION TO PROBABILITY AND STATISTICS](#) Credits: 3
- [CTIS 3433 - DATA MANAGEMENT AND ANALYSIS](#) Credits: 3

Engaging Human Culture and the Natural World - 21 Hours

History Elective (select one):

- [HIST 1033 - WORLD CIVILIZATION TO 1600](#) Credits: 3
- [HIST 1043 - WORLD CIVILIZATION SINCE 1600](#) Credits: 3
- [HIST 2013 - AMERICAN HISTORY TO 1877](#) Credits: 3
- [HIST 2023 - AMERICAN HISTORY 1877 TO PRESENT](#) Credits: 3
- [PPOL 2413 - UNITED STATES GOVERNMENT](#) Credits: 3
- [PPOL 2433 - UNITED STATES AND NEVADA CONSTITUTIONS*](#) Credits: 3

*Required for Nevada students.

Humanities Elective (select one):

- [HUMS 2033 - THEATRE APPRECIATION](#) Credits: 3
- [HUMS 2233 - INTRODUCTION TO HUMANITIES](#) Credits: 3
- [MUSC 1013 - ELEMENTS OF MUSIC](#) Credits: 3

Literature Elective:

- [ENGL 2133 - WI: INTRODUCTION TO LITERATURE](#) Credits: 3

Psychology Elective (select one):

- [PSYC 1133 - INTRODUCTION TO PSYCHOLOGY](#) Credits: 3
- [PSYC 1233 - PERSONAL AND SOCIAL ADJUSTMENT](#) Credits: 3

Social Science Elective (select one):

- [SSCI 2033 - HUMANS IN SOCIETY](#) Credits: 3
- [SSCI 2233 - MARRIAGE AND FAMILY](#) Credits: 3
- [BBUS 2203 - INTRODUCTION TO ECONOMICS](#) Credits: 3

Natural Science - 6 Hours

- [NSCI 1012 - SCIENTIFIC INVESTIGATION AND THE PURSUIT OF KNOWLEDGE](#) Credits: 2

Natural Science Elective (select one):

- [NSCI 1034 - LIFE SCIENCE LECTURE/LAB](#) Credits: 4
- [NSCI 2704 - INTRODUCTION TO FORENSIC SCIENCE \(LECTURE & LAB\)](#) Credits: 4
- [BIOL 1334 - ESSENTIALS OF HUMAN ANATOMY & PHYSIOLOGY LECTURE/LAB](#) Credits: 4

Spiritual Formation - 13 Hours

- [CORE 1001 - COLLEGE AND CHRISTIAN CALLING](#) Credits: 1
- [BIOT 1433 - OLD TESTAMENT INTERPRETATION](#) Credits: 3
- [BINT 1533 - NEW TESTAMENT INTERPRETATION](#) Credits: 3
- [THEO 2123 - CHRISTIAN THOUGHT AND PRACTICE](#) Credits: 3
- [DCOM 3113 - INTEGRATING FAITH IN LANGUAGE COMMUNICATION ARTS](#) Credits: 3

Christian Responsibility - 9 Hours

- [CORE 1503 - PERSONAL STEWARDSHIP](#) Credits: 3
- [CORE 2013 - HUMAN DIVERSITY AND CHRISTIAN COMMUNITY](#) Credits: 3
- [THEO 3123 - INTRODUCTION TO ETHICS](#) Credits: 3

Major Core - 49 Credit Hours

Digital Media Core - 16 Credit Hours

- [DCOM 1533 - SURVEY OF DIGITAL MEDIA AND DESIGN](#) Credits: 3
- [DCOM 2023 - PHOTOGRAPHY](#) Credits: 3
- [DCOM 2423 - WRITING FOR DIGITAL MEDIA](#) Credits: 3
- [DCOM 3333 - WI: WRITING FOR THE MASS MEDIA](#) Credits: 3

- [DCOM 3793 - DIGITAL MARKETING AND ANALYTICS](#) Credits: 3
- [DCOM 4001 - COMMUNICATION SEMINAR](#) Credits: 1

Digital Design Core - 30 Credit Hours

- [DCOM 2043 - COLOR THEORY](#) Credits: 3
- [DCOM 3003 - MAGAZINE DESIGN AND PRODUCTION](#) Credits: 3
- [DCOM 3043 - DRAWING FOR DESIGNERS](#) Credits: 3
- [DCOM 3053 - UI/UX DESIGN](#) Credits: 3
- [DCOM 3073 - TYPOGRAPHY](#) Credits: 3
- [DCOM 3523 - DIGITAL LAYOUT AND DESIGN](#) Credits: 3
- [DCOM 3823 - WEB PAGE DESIGN](#) Credits: 3
- [DCOM 4083 - ADVANCED DIGITAL IMAGING](#) Credits: 3
- [DCOM 4093 - ADVERTISING DESIGN](#) Credits: 3
- [DCOM 4113 - DIGITAL ILLUSTRATION](#) Credits: 3

Digital Media and Design Elective (select one):

- [BBUS 3013 - DESIGN THINKING FOR BUSINESS](#) Credits: 3
- [DCOM 4183 - INTERNATIONAL PHOTOJOURNALISM AND VISUAL STORYTELLING \(STUDY ABROAD\)](#) Credits: 3
- [DCOM 4533 - MASS COMMUNICATION LAW](#) Credits: 3
- [DCOM 4823 - COMMUNICATION INTERNSHIP](#) Credits: 3

General Electives - 13 Credit Hours

General Electives are any courses that do not satisfy any specific course requirements of your program and which you have not previously taken.

Total Program Hours - 120 Credit Hours

NOTE: It is the responsibility of the student to read, review, and fulfill the requirements and total hours of this degree audit for their applicable degree.
