

2022-2023 Southeastern University - Undergraduate Catalog

Southeastern University

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

[Bachelor of Science, Digital Media & Design: Digital Design\(4-Year Plan\)](#)

Program Description

The Digital Media & Design degree with the track in Digital Design emphasizes the principles and best practices of digital media and digital design. The 16-credit digital media core focuses on effective writing, visual communication, and marketing. The 30-credit digital design core includes various courses related to color theory, typography, digital design, and digital illustration. Students also select 6 credits of digital media and design electives. Students critically analyze and produce various digital designs, including websites, logos, photography projects, UI/UX design projects, and digital illustrations.

Potential Career Options

Potential career options for those pursuing this degree include graphic designer, digital designer, UI/UX designer, digital content writer, web designer, photo retouching specialist, creative director, art director, layout designer, digital marketer, advertising designer, digital illustrator, and other digital design-related careers.

Foundational Core - 58 Credit Hours

Intellectual and Practical Skills - 15 Credit 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 (2) of the Following (6 Credits):

- [MATH 1313 - TOPICS IN MATHEMATICS](#) Credits: 3
- [MATH 1213 - COLLEGE ALGEBRA](#) Credits: 3
- [MATH 1223 - QUANTITATIVE REASONING](#) Credits: 3
- [MATH 1323 - EXPLORATION 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 Credit Hours

Natural Science - 6 Credit Hours

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

Select One (1) of the following (3 Credits):

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

Behavioral Science: Select One (1) of the Following (3 credits):

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

Social Science: Select One (1) of the Following (3 Credits):

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

Historical Perspective: Select One (1) of the Following (3 Credits):

- [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 THE PRESENT](#) Credits: 3
- [PPOL 2433 - UNITED STATES & NEVADA CONSTITUT](#) Credits: 3

*Required for Nevada Students

Humanities: Select One (1) of the Following (3 Credits):

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

Literature: Select One (1) of the Following (3 Credits):

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

Spiritual Formation - 13 Credit Hours

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

Personal and Social Responsibility - 9 Credit Hours

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

Major Core - 52 Credit Hours

Digital Media Core - 16 Credit Hours

- [DCOM 3793 - DIGITAL MARKETING AND ANALYTICS](#) Credits: 3
- [DCOM 4001 - COMMUNICATION SEMINAR](#) Credits: 1
- [DCOM 3333 - WRITING FOR THE MASS MEDIA](#) Credits: 3
- [DCOM 1533 - SURVEY OF DIGITAL MEDIA AND DESIGN](#) Credits: 3
- [DCOM 2023 - PHOTOGRAPHY](#) Credits: 3
- [DCOM 2423 - WRITING FOR DIGITAL MEDIA](#) Credits: 3

Digital Design Core - 30 Credit Hours

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

Digital Design Track - Select Six (6) Credits from the Following:

- [BBUS 3013 - DESIGN THINKING FOR BUSINESS](#) Credits: 3
- [DCOM 4533 - MASS COMMUNICATION LAW](#) Credits: 3
- [DCOM 4823 - COMMUNICATION INTERNSHIP](#) Credits: 3
- [DCOM 4833 - COMMUNICATION INTERNSHIP](#) Credits: 3
- [DCOM 3533 - MASS COMMUNICATION THEORY](#) Credits: 3
- [DCOM 4143 - STORYTELLING AND PERSUASION](#) Credits: 3
- [DCOM 4183 - INTERNATIONAL VISUAL STORYTELLING](#) Credits: 3

General Electives - 10 Credit Hours

Total Program: 120 Credit Hours
