

DIGITAL AND MULTIMEDIA COMMUNICATIONS, BA

This program educates students in writing and producing multimedia content to become professional communicators. This interdisciplinary degree will allow students to develop creative and professional content across digital and multimedia platforms. Students will acquire a critical understanding of the power and role of media while developing career-ready skills applicable to several communications professions in the public, private, and non-profit sectors. This flexible program allows students to build a foundational understanding of creative and practitioner-oriented multimedia communication and choose their focus from the following:

- Storytelling
- Interdisciplinary
- Hands-on
- Audio/Video/Photo Production

Roosevelt University's Digital and Multimedia Communications program stands out from other Chicago schools by offering dynamic, hands-on approaches to multimedia production and communication. Moving beyond traditional programs, our interdisciplinary curriculum gives students a well-rounded skill set tailored to their career goals. Whether you're interested in streaming, podcasting, advertising, social media, corporate communications, or broadcasting, you will gain practical experience in writing, visual storytelling, content creation, and media production. Graduates leave with the expertise to be effective communicators and marketable professionals in today's media-driven job market.

Effective communication is the cornerstone of any business or project. Students who graduate from Roosevelt University's Digital and Multimedia Communications program will have the necessary skills to foster better communication across a variety of professional media. The program is designed for students with a passion for communication who are looking for media production experience and a way to apply it in multiple fields.

Student Opportunities and Resources:

Career Preparation Course | Internship | Experiential Learning Courses | Digital Media Lab | Podcast and Radio Studio | Torch Student Newspaper | Student Media Advisory Board | Perspectives Journal | Photo and Video Studio | Photography Darkroom

Professional Outcomes:

Television/Film/Audio/Video Producer | Media Planner | Multimedia Specialist | Program Researcher | Social Media Creator/Manager | Web Content Manager | Film Director | Station Manager | Writer | Digital Editor/Producer | Digital Project Manager | Director of Media Relations | Project Coordinator | Editing | Publishing | Copywriting | Journalism | Professional Communications | Public Relations | Content Creation and Design | Creative Directing | Media Planning and Consulting | Marketing and Advertising

Requirements:

Students in Digital and Multimedia Communications may choose from a variety of courses across multiple disciplines to craft degree paths that

match their career goals. Students should meet with an Advisor to review course options and a Faculty Mentor to shape their curricular maps.

Students complete 13 courses for a total of 34 credits. Five core courses provide a foundation in writing and production. Two courses provide pre-professional career experiences. The remaining six courses are major electives. Students must take five courses at the 300 level.

At least 18 hours of coursework must be completed at Roosevelt. A grade of C and a minimum GPA of 2.0 is required for the major.

Code	Title	Credit Hours
Core Writing Courses		6
Choose two:		
COMM 160	THE ART OF PERSUASION	
CRWR 153	INTRODUCTION TO CREATIVE WRITING or COMM 15 INTRODUCTION TO CREATIVE WRITING	
JMS 220	MEDIA WRITING or COMM 220 MEDIA WRITING	
Core Production Courses		9
Choose three:		
JMS 219	INTRODUCTION TO MEDIA PRODUCTION or COMM 21 INTRODUCTION TO MULTIMEDIA PRODUCTION	
COMM 338	DIGITAL STORYTELLING	
DES 207	INTRODUCTION TO PHOTOGRAPHY or COMM 20 INTRODUCTION TO PHOTOGRAPHY	
DES 308	VIDEO FOR GRAPHIC DESIGNERS or COMM 308 VIDEO FOR GRAPHIC DESIGNERS	
JMS 305	VIDEO PRODUCTION or COMM 30 VIDEO PRODUCTION	
Core Career Preparation Course		1
COMM 299	CAREER PREPARATION SEMINAR	
Core Internship Course		3
COMM 399	MEDIA INTERNSHIP	
Major Electives		15
Five Communications courses at the 200 or 300 level in English, Creative Writing, Journalism and Media Studies, Communication, Graphic Design or Digital Marketing, Advertising and Public Relations. Students should meet with their advisor to identify appropriate courses.		
CORE General Education and Electives		86
Total Credit Hours		120

Code	Title	Credit Hours
Options for Major Electives		
College of Humanities, Education and Social Sciences options:		
ART 207	INTRODUCTION TO PHOTOGRAPHY or DES 207 INTRODUCTION TO PHOTOGRAPHY	
ART 301	IPHONEOGRAPHY AND THE DEMOCRATIC CAMERA or JMS 330 IPHONE/DEMOCRATIC CAMERA	
ART 328	DOCUMENTARY PHOTO or JMS 328 DOCUMENTARY PHOTOGRAPHY	
COMM 215	CAUSE-RELATED MARKETING	

CRWR 153	INTRODUCTION TO CREATIVE WRITING
CRWR 251	POETRY WRITING WORKSHOP
CRWR 252	CREATIVE NONFICTION WRITING WORKSHOP
CRWR 253	SCREEN WRITING WORKSHOP
or FILM 253	SCREEN WRITING
CRWR 255	PLAYWRITING I
CRWR 303	CREATIVE WRITING CAPSTONE
CRWR 383	LITERARY MAGAZINE INTERNSHIP
DES 130	COLOR AND DESIGN HISTORY
DES 235	DIGITAL ILLUSTRATION AND IMAGING
DES 253	DESIGN INTERACTION FOR WEB
DES 312	2D ANIMATION
DES 337	DESIGN INTERACTION FOR MOBILE
DES 352	PUBLICATION DESIGN AND PRODUCTION
or JMS 354	PUBLICATION DESIGN
ENG 217	YOUR NATURE JOURNAL: CREATING ECO-OPPORTUNITIES
ENG 223	WRITING FOR NONPROFITS
ENG 325R	WRITING COMM
JMS 230	TELLING SOCIAL JUSTICE STORIES 2.0 HON
JMS 260	RIDING THE RED LINE
JMS 282	PHOTOJOURNALISM
JMS 307	VISUAL STORYTELLING
JMS 319	MULTIMEDIA REPORTING
JMS 321	PHOTOBOOK HISTORY & PRACTICE
JMS 325	PHOTOGRAPHY
JMS 343	PRODUCING DOC PHOTO EXHIBITION
JMS 348	PINHOLE TO CAMERA PHONE
JMS 350	EDITING
JMS 355	MAGAZINE WRITING
JMS 357	MAGAZINE PRODUCTION
JMS 365	BRAND STORYTELLING
HIST 250	LIVES, MEMORIES, STORIES, HISTORY
WRTG 230	TECHNICAL & PROFESSIONAL WRITING
WRTG 305	MEMOIR AND THE WRITING SELF
WRTG 330	GRANT WRITING
WRTG 332	MAGAZINE WRITING

College of Business options:

BCOM 301	BUSINESS COMMUNICATIONS
IMC 202	IMC PRINCIPLES/BEST PRACTICES
IMC 262	FUNDAMENTALS OF PR
IMC 264	FUNDAMENTALS OF DIGITAL AND SOCIAL MEDIA MARKETING
IMC 349	CREATIVE MESSAGING: SOCIAL/DIGITAL/TRADITIONAL MEDIA
IMC 340	MEDIA RELATIONS
IMC 344	BRAND MANAGEMENT
IMC 345	ADVERTISING MEDIA
IMC 347	CAMPAIGN PLANNING

College of Performing Arts options:

PAID 301	MUSIC TECHNOLOGY I
PAID 302	MUSIC TECHNOLOGY II
PAID 303	MIXING & MASTERING
PAID 305	SOUND DESIGN
PAID 307	LIVE SOUND II

Year 1

Fall	Credit Hours Spring	Credit Hours
FYS 101	1 ENG 102	3
ENG 101	3 Major Writing Course	3
MATH 110	3 Ideas of Social Justice	3
BIOL 111 or 112 ¹	4 Physical Science ¹	3
Social Science #1	3 Social Science #2	
	14	12

Year 2

Fall	Credit Hours Spring	Credit Hours
Major Writing Course or Production Course	3 Major Writing or Production Course	3
Major Writing Course or Production Course	3 Major Elective	3
Humanities #1	3 Humanities #2	3
Social Science #3	3 General Elective ²	3
General Elective ²	3 General Elective ²	3
	Career Preparation Seminar	1
	15	16

Year 3

Fall	Credit Hours Spring	Credit Hours
Major Production Course	3 Major Elective	3
Major Elective	3 General Elective ²	3
Humanities #3	3 General Elective ²	3
General Elective ²	3 General Elective ²	3
General Elective ²	3 General Elective ²	3
	15	15

Year 4

Fall	Credit Hours Spring	Credit Hours
Major Elective	3 Internship	3
Major Elective	3 General Elective ²	3
General Elective ²	3 General Elective ²	3
General Elective ²	3 General Elective ²	3
General Elective ²	3 General Elective ²	3

General Elective ²	3
15	18

Total Credit Hours 120

¹ One Natural Science course must have a lab

² Or course towards optional minor