Muskingum College
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MultiMedia & Graphic Design
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The modern world is awash in a sea of words, sounds and images, delivered through an increasing variety of media modes to devices that make time and place almost irrelevant.

So ingrained in our lifestyles are new media technologies that we rarely think twice about watching a live broadcast from the other side of the world – embedded in an online newspaper – or interactively touring a museum we’ll never visit.

We purchase music without going to the mall, attend lectures on iPods during lunch, and get side-tracked by ads targeted directly to us based on our buying habits. Soon, the prospect of 500 cable channels will be superseded by the reality of countless broadband networks.

The variety of content available to us is unprecedented, and so convenient to access that we take it for granted. But behind the scenes, highly skilled multimedia professionals are creating that content and the interfaces we use to access it.

Convergence, the term used to describe how the same or similar content can be accessed through different media, is revolutionizing the communications industry and how media professionals work.

Consider the newspaper journalist who once wrote a weekly column for print. Today, that same journalist may also host a Sunday morning talk show on cable TV, make guest radio appearances during the week, and in between, interact with his or her audience through an online blog.

A graphic designer may spend the morning designing a product brochure, the afternoon updating a client’s Web site, and the following day collaborating on a music video that will eventually be seen on cable, the Web, and mobile devices.

Working in communications today, whether on the client or agency side, requires a understanding of the use and requirements of different media modes, technological expertise, and the ability to work with specialists in diverse areas as a member of a team.

The MultiMedia & Graphic Design major at Muskingum College is designed to prepare students for a professional career in the new age of media convergence.

The MultiMedia & Graphic Design (MMGD) program at Muskingum is an interdisciplinary major encompassing a wide range of subject areas, including art, business, electronic and print communications, music, theatre, and the social sciences.

The program consists of a standard core of communication and media classes, and coursework of your choice in two Essential Design Skill Areas, including art, electronic media, print media, and theatre. Students later specialize in the practical application of one media mode, selected from the Advanced Application Skill Areas, including art, business, communication, electronic media, music, print media, sociology and theatre.

Given the nature of modern media, the program makes extensive use of technology, including facilities located in the newly opened Caldwell Hall. Within Caldwell are state-of-the-art editing suites, the College’s FM radio station, television studio, theatre, lighting and sound booths, make-up rooms, conference rooms and more.

MMGD majors also have access to the latest, professional-grade software applications for sound, video and graphics.

Of course, all the technological bells and whistles are pointless without meaningful content. Through your communication courses, you’ll learn to conceptualize and research topics, and how to express yourself more clearly. You’ll learn how to structure a more persuasive argument, and how to document an event or tell a story in a more engaging manner.

On the business side, you’ll learn to analyze target audiences, to select the medium best suited to reach them, and to develop an effective communication strategy.

Build Practical Skills through Internships & Real-World Experiences

A critical component of the MMGD program is the requirement of two internships, which enable students to build upon what they’ve learned by working in a professional setting. In addition, students have numerous opportunities to work in
a professional or semi-professional capacity with organizations on campus and companies throughout the region.

Ours is a challenging, hands-on program that will give you a chance to exercise your creative muscle as you learn to explore ideas and refine concepts – and work with others to develop your concepts into a final product. First-year students needn’t wait to get started. There are plenty of opportunities to get involved, working with and learning from more experienced team members on a variety of projects and productions throughout the year.

What are the Advantages of Studying Multimedia & Graphic Design at Muskingum College?

The liberal arts and sciences curriculum at Muskingum provides a broad-based educational experience that exposes you to a wide range of subject matter while stressing critical thinking and problem solving. Along the way, you’ll gain confidence in your ability to take creative risks and meet new challenges.

Muskingum’s small class sizes and the ability to work directly with your professors combine to make ours a very personal learning environment. Collaborative projects let you take on leadership roles, and practice your skills working as a member of a team.

If you’re looking for an exciting career creating meaningful content at a professional level, you belong here.

For More Information

To learn more about Muskingum College and the MultiMedia & Graphic Design program, visit us on the Web at www.muskingum.edu. Better yet, ask to meet with a member of the MMGD faculty when you’re scheduling your campus visit.

What Can I Do with a Degree in MultiMedia & Graphic Design?

Graduates of the program will be qualified to take advantage of a wide range of employment opportunities, on either the client or agency side, depending upon their particular interests. Among the possibilities are careers in:

- Print Design
- Web Design
- Multimedia Design
- Interactive Design
- Audio Production
- Video Production
- Photography
- Corporate Communications
- Print Journalism
- Electronic Journalism
- Radio Broadcasting
- Television Broadcasting
- Internet Broadcasting
- Marketing
- Brand Management
- Media Buying
- Advertising
- Account Management
- Public Relations
- Campaign Development
- Event Planning

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