**Bachelor of Arts in Integrated Multimedia**

 The major in Integrated Multimedia will enable students to:

1. Acquire the technical and creative multimedia skills to produce and deploy effective graphical and audio-visual artifacts and online content.
2. Demonstrate the ability to communicate effectively to targeted and mass audiences through media creation and interaction.
3. Gain skills in creating and distributing multimedia content via online and emerging technologies.
4. Acquire and demonstrate knowledge of the technological development and history of modern electronic media systems.
5. Develop an understanding of the local and global influence of electronic media and the ethical and legal responsibilities of media practitioners.