**Bachelor of Arts in Multimedia Cinematic Production**

 Students who major in Multimedia Cinematic Production will:

1. Acquire the technical and creative multimedia skills to produce effective graphical, performative and audio-visual artifacts.
2. Demonstrate the ability to communicate effectively to targeted and mass audiences through media creation.
3. Gain skills in creating and distributing multimedia messages 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.