Bachelor of Arts ART, DESIGN AND INTERACTIVE MULTIMEDIA
FOCUS TRACK: Interactive Multimedia Track

EXPERIENTIAL MAJOR MAP *This major map will help you explore ways and opportunities to make the most of your student life and academic experience*

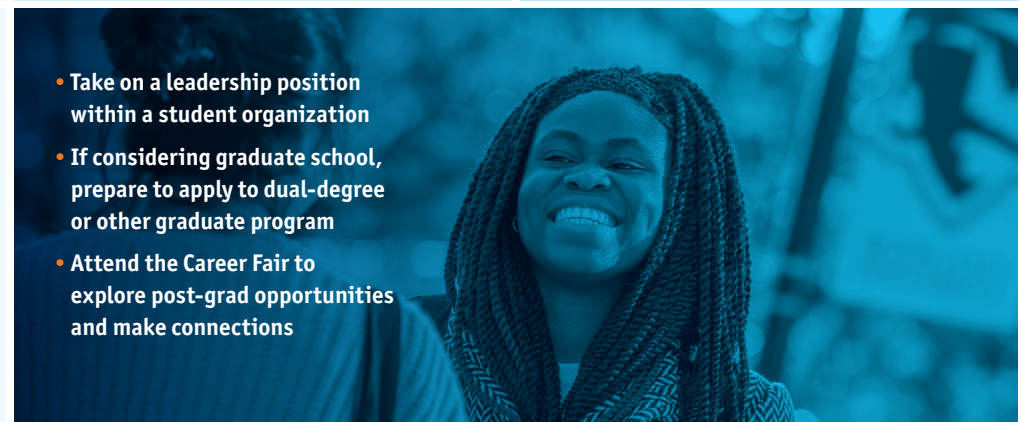|	FIRST YEAR	MIDDLE YEARS	LAST YEAR
YOUR PASSION *Academic Experiences*	• Review University Core, College Core and Major Requirements • Meet with your advisor to be sure you have declared the Interactive Multimedia track • Complete ADIM 1223 2D Design & Color and ADIM 3325 Digital Photography	• Apply for an Internship or take an Experiential Learning Course • Complete your CORE 2101, Engaging the World and World Language Requirements • Consider adding a minor to complement your major • Meet with your advisor to review your academic plan and discuss graduate school or other career plans	• Meet with your advisor to confirm completion of degree requirements • Complete your Senior Seminar Course • Apply for Graduation
YOUR CALLING *Community Connections*	• Attend the Student Involvement Fair to learn more about CommArts student groups and other organizations • Attend a Study Abroad Information session to see how you can incorporate an experience into your educational plan • Attend speaker and special events hosted by the Department of Communication, Media, and the Arts	• Speak with your professors to begin to establish your network and talk about project or research opportunities • Submit your application to Study Abroad • Join AIGA the Creative Types • Apply to the CommArts Honor Alumni Mentor Partners (CHAMP) program	• Select major or general electives that broaden your knowledge and expose you to different areas of your discipline • Participate in the Art, Design and Interactive Multimedia Portfolio review • Participate in the Walsh Library Gallery Art and Design Exhibition
YOUR FUTURE *Career and Professional Success*	• Speak with the Career Center regarding potential summer work or internship opportunities • Conduct an informational interview to help you learn more about potential career fields • Begin to develop your portfolio to highlight examples of your academic, personal and professional accomplishments	• Take on a leadership position within a student organization • If considering graduate school, prepare to apply to dual-degree or other graduate program • Attend the Career Fair to explore post-grad opportunities and make connections	

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Rooted in theory and fostered by technology, the **Art, Design and Interactive Multimedia(ADIM)** program prepares students to be conceptual, visual thinkers. The **Interactive Multimedia track** teaches students to use different forms of media and technology as creative tools for storytelling. Students take courses that focus on animation, modeling, videography, motion graphics, game design, and photography. Courses are project-based and taught in a studio environment.

Many ADIM majors join the College's chapter of American Institute of Graphic Arts (AIGA), advancing their portfolios by contributing to pro bono design projects and participating in collaborative meetings that cultivate esteem for the creative arts.

ACADEMIC SUCCESS CHECKLIST

- ☐ Meet with your Academic advisor at least once per semester
- ☐ Create a four year academic and engagement plan
- ☐ Take at least 15 credits per semester
- ☐ Visit the ARC and Writing Center
- ☐ Complete the FAFSA annually and apply for scholarships

97%
employment rate for CommArts Graduates

CAREER INFORMATION

CAREER READINESS

What do employers want?

- Think critically and problem solve
- Communicate clearly and effectively
- Build collaborative relationships to effectively work as part of a team
- Use technology to ethically and efficientlysolve problems and reach goals

THIS MAJOR GIVES ME THE SKILLS TO:

- Execute technical, aesthetic, and conceptual decisions based on an understanding of art and design principles
- Communicate effectively as professional artists/designers and connect with their intended audience using visual, oral and written presentation skills relevant to their field
- Solve multifaceted design problems through the application of design concepts and theories
- Efficiently use industry standard software

WHAT CAREERS CAN I PURSUE?

- Art director
- Animator
- Game designer
- Graphic designer
- Motion graphics artist
- Multimedia designer
- Publication designer
- Web designer

CAREER DEVELOPMENT CHECKLIST

- ☐ Join a student organization
- ☐ Have your resume reviewed by the Career Center
- ☐ Create your LinkedIn account and connect with alumni
- ☐ Participate in Career Center Networking activities
- ☐ Apply for an internship