



MULTIMEDIA PRODUCTION AND DESIGN

TRACK OUTCOMES

Students in the Multimedia Production and Design Track will be prepared for photo, video, audio and design careers in content creation, strategic communication and marketing, or journalism.

- Students gain skills in multimedia and design areas including photography, videography, audio production, data and information visualization, graphic design, interactive design, emerging media, and broadcast news production.
- Throughout the track, students will develop a flexible toolbox of skills to produce professional-level multimedia and design work for strategic communication and news.

BUILD YOUR SKILLS

Hone your multimedia and design skills in small, hands-on classes that focus on key professional areas.

Choose **one Writing/Storytelling** class from options like Cross-Platform Storytelling, Multimedia Narratives, and Feature Reporting and Writing.

Choose **three Designing/Producing** classes, from options like Graphic Design, Photography, Video Production, and Audio Production.

In your **Capstone** class, you'll bring all your skills together to create professional-quality media for a client or publication.



Hailey Marx '23

**Content Production
Coordinator at the Baseball
Hall of Fame**

"I love how every day the work is different. My favorite part of my job was interviewing former MLB Umpire, Ted Barret, who happened to know of my grandfather."

SHARPEN YOUR SKILLS

Engage in experiential learning and extracurricular opportunities.

Fulfill your **SCRIPT** requirement with opportunities like the Iowa Stories and Lived Experience (ISLE) workshop, the Chicago Media Experience, and creating content for clients with the Adler Agency.

Participate in student media, student organizations and internships.

SECOND AREAS OF STUDY

Potential second areas of study:

- Art, with a focus on Graphic Design or Photography
- Cinematic Arts
- Computer Science or Informatics
- Sport Media and Culture
- Sustainability

CAPSTONE COURSES

Capstone classes for Multimedia Production and Design include:

- Photo Storytelling
- Advanced Strategic Storytelling
- Visual Branding and Design
- Multimedia Production for Publication

EXTRACURRICULAR ACTIVITIES

You can choose to:

- Work at Daily Iowan TV
- Collaborate and create at Student Video Productions
- Participate in student radio at KRUI
- Join the Multimedia Storytelling Association student group
- Complete an internship