



| First Year | | | | | |
|---------------------|---|-----------|--------------------|----------------------------------|-----------|
| First Trimester | | | Second Trimester | | |
| 77-101 | University Seminar | 1 | 10-112 | Composition II | 3 |
| 10-111 | Composition I | 3 | | Social & Behavioral Science | 3 |
| 20-310 | Professional Media Writing | 3 | | Life Science & Lab | 4 |
| | American Experiences | 3 | 13-191 | Intro to Design | 3 |
| | Digital Literacy | 3 | 20-230 | Intro to Advertising | 3 |
| | Journalism Practicum | 1 | | | |
| Total Hours | | 14 | Total Hours | | 16 |
| Second Year | | | | | |
| First Trimester | | | Second Trimester | | |
| 20-120 | Intro to Mass Media | 3 | | Math Requirement | 3 |
| 10-220 | Introduction to Literature | 3 | 13-292 | Computer Graphics I | 3 |
| 13-207 OR 20-355 | Digital Photography OR Photojournalism | 3 | 34-102 | American Government and Politics | 3 |
| 29-102 | Fund. of Oral Communication | 3 | 20-243 | Media Design | 3 |
| | Fine Arts | 3 | 44-144 | Web Development I | 3 |
| | | | 20-354 | Online Magazine Practicum | 1 |
| Total Hours | | 15 | Total Hours | | 16 |
| Third Year | | | | | |
| First Trimester | | | Second Trimester | | |
| 44-334 | Web Development II | 3 | 20-110 | Fund. Of Elect. Media Prod. | 3 |
| 20-343 | Advanced Media Design | 3 | 20-303 | Intro to Web Publishing | 3 |
| | Physical Science and Lab | 4 | 44-335 | Script Programming | 3 |
| 20-333 | Social Media Strategies | 3 | 13-294 | Typography I | 3 |
| | Global Experiences | 3 | | Western Experiences | 3 |
| Total Hours | | 16 | Total Hours | | 15 |
| Fourth Year | | | | | |
| First Trimester | | | Second Trimester | | |
| 20-334 | Multimedia Production | 3 | | Social & Behavioral Science | 3 |
| 20-314 | Communication Law & Ethics | 3 | 20-409 | Media Business & Entrep. | 3 |
| 55-330 | Principles of Marketing | 3 | 20-416 | Senior Seminar | 1 |
| | Practicum/Internship/Study Abroad | 1 | | Electives | 9 |
| | Electives | 6 | | | |
| Total Hours | | 16 | Total Hours | | 16 |

This sample plan is a supplement to your Degree Audit. Consult your advisor on a regular basis for individual academic planning.



THE NORTHWEST DIFFERENCE

The **interactive digital media** major at Northwest is an interdisciplinary program involving an emphasis in computer science, art or mass media. The courses offer a cross-section of skills in design as well as written and visual communication. The major produces graduates who are proficient in art, photography, design, communication, computer programming and legal or ethical considerations as they relate to media.

The new media emphasis focuses on content creation, coding and design. Students learn HTML, CSS and study methods businesses use to create winning digital strategies like social media, search engine optimization and digital advertising sales.

CAREER OPPORTUNITIES

100%
placement rate

Below is a list of job titles related to this major:

- Web developer
- Web designer
- Digital marketing strategist
- Digital analytics manager
- Social media manager
- Search engine optimization specialist
- Content creator, writer or photographer
- Digital advertising manager

PROFESSION-BASED LEARNING EXPERIENCES

The **Northwest Missourian** is the student-led weekly newspaper covering news on campus and the community of Maryville. The publication is a member of the Associated Collegiate Press Hall of Fame and a winner of multiple individual and team awards each year.

KNWT is the student-produced television station with original programming for the campus and community. KNWT has received multiple nods as a finalist for the College Media Association's Pinnacle Award recognizing it as the top college television station in the nation.

Tower Yearbook is Northwest's student-led yearbook and annually documents campus life. A national leader, the yearbook is an Associated Collegiate Press Hall of Fame member and regular Pacemaker finalist.

The **Michael L. Faust Media Lab** provides an active learning environment that provides students with the newest media tools. It is outfitted with Mac computers, large monitors and multiple flat-screen televisions synced with a Smart Board.