



### First Year

First Semester			Second Semester		
		Hours			Hours
University Seminar	77-101	1	Composition II	10-112	3
Composition I	10-111	3	Social & Behavioral Science		3
Professional Media Writing	20-130	3	Life Science & Lab		4
American Experiences	33-155/156	3	Intro to Design	13-191	3
Digital Literacy		3	Intro to Advertising	20-230	3
Journalism Practicum		1	<u>Total</u>		16
<u>Total</u>		14			

### Second Year

First Semester			Second Semester		
		Hours			Hours
Intro to Mass Media	20-120	3	Math Requirement		3
Introduction to Literature	10-220	3	Computer Graphics I	13-292	3
Digital Photography (13-207) OR			American Government and Politics	34-102	3
Photojournalism (20-355)		3	Media Design	20-243	3
Fund of Oral Communication	29-102	3	Web Development I	44-144	3
Fine Arts		3	Online Magazine Practicum	20-354	1
<u>Total</u>		15	<u>Total</u>		16

### Third Year

First Semester			Second Semester		
		Hours			Hours
Web Development II	44-334	3	Fund. Of Elect. Media Prod.	20-110	3
Advanced Media Design	20-343	3	Intro. to Web Publishing	20-303	3
Physical Science and Lab		4	Script Programming	44-335	3
Social Media Strategies	20-333	3	Typography I	13-294	3
Global Experiences		3	Western Experiences		3
<u>Total</u>		16	<u>Total</u>		15

### Fourth Year

First Semester			Second Semester		
		Hours			Hours
Multimedia Production	20-334	3	Social & Behavioral Science		3
Communication Law & Ethics	20-314	3	Media Business & Entrep.	20-409	3
Principles of Marketing	55-330	3	Senior Seminar	20-416	1
Practicum/Internship/Study Abroad		1	<u>Electives</u>		9
<u>Electives</u>		6	<u>Total</u>		16
<u>Total</u>		16			

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



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

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**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

### Hands on 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.