



First Year					
First Semester			Second Semester		
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
33-155/56	American Experiences	3	13-191	Intro to Design	3
	Digital Literacy	3	20-230	Intro to Advertising	3
	Journalism Practicum	1			
<b>Total Hours</b>		<b>14</b>	<b>Total Hours</b>		<b>16</b>
Second Year					
First Semester			Second Semester		
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
<b>Total Hours</b>		<b>15</b>	<b>Total Hours</b>		<b>16</b>
Third Year					
First Semester			Second Semester		
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
<b>Total Hours</b>		<b>16</b>	<b>Total Hours</b>		<b>15</b>
Fourth Year					
First Semester			Second Semester		
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	5
	Electives	6			
<b>Total Hours</b>		<b>16</b>	<b>Total Hours</b>		<b>12</b>

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



## THE NORTHWEST DIFFERENCE

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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

## PROFESSION-BASED LEARNING EXPERIENCES

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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.