CMD Undergraduate Programs

Bachelor of Arts in Multimedia Design

The Bachelor of Arts in Multimedia Design is a 4-year undergraduate curriculum that develops the knowledge and skills which provide students with qualifications to establish careers in a wide range of public- and private-sector industries, both in Bahrain and abroad. The possibilities include acquiring professional positions in media, advertising, business marketing and public relations, , film, television, entertainment and video gaming, and online, interactive training networks, to name just a few. The Bachelor of Arts in Multimedia Design gives students the opportunity to specialize in multimedia design, mass communication, production, or advertising. Each degree option develops a solid base of multimedia skills and knowledge, encompassing interface design, 2-D animation, video production, Web-based design, digital audio, and hands-on experience with real-world multimedia production. This knowledge is further enhanced by majors in a chosen field of specialization, selecting from subject areas such as film and television, journalism, communication, and advertising.

Program Learning Outcomes (PLOs)

Graduates of the Multimedia Design program are expected to achieve the following knowledge, skills, and professional competencies:

- ✓ Demonstrate critical knowledge of theory, elements, and principles of multimedia design.
- ✓ Identify the major cultural and ethical components of multimedia design, as well as its history and aesthetics.
- ✓ Utilize the various production techniques and methods in multimedia design.
- ✓ Adhere to the discipline's ethical codes and contribute to the development profession.
- ✓ Employ the skills necessary to review, analyze and critically evaluate literature; to conduct original research; to draw and report conclusions.
- ✓ Utilize analytical skills by reviewing, critiquing, evaluating professional works; synthesize information in the field of multimedia.
- ✓ Define and analyze multimedia design problems; develop innovative and creative design solutions, meeting regional and international standards.
- ✓ Demonstrate the ability to use industry standard multimedia design software.
- ✓ Communicate effectively and creatively in both writing and presentations, as well as by combining multi-media image, sound, video, animation and text.
- ✓ Demonstrate leadership qualities, entrepreneurship, and strong professional work ethics.
- ✓ Employ soft-skills and self-confidence; work effectively independently and in a team.
- ✓ Understand various career development options and make informed choices.

Program Structure

All students pursuing the Bachelor of Arts in Multimedia Design must complete a minimum of 125 credits with a cumulative GPA of 2.0 or better. Specifically, the requirements are as follows:

- o A minimum of 38 credits of general education requirements
- o A minimum of 51 credits of design core requirements
- o A minimum of 18 credits of major requirements
- o A minimum of 9 credits of major electives
- o A minimum of 9 credits of professional elective options

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Curriculum Plan – MMD

Course Code	Course Title	CH	Pre-requisites
General Education Requirements	**Total Credits**	**38**	
National Requirements	**Total Credits**	**7**	
ARHG 104/ARHG 101	Arabic for Arabic Speakers/Arabic for Non-Arabic Speakers	3	
ARHG 106	Modern History of Bahrain	2	
ARHG 107	Human Rights	2	
English Requirements	**Total Credits**	**6**	
ENGL 101	Composition I	3	
ENGL 102	Composition II	3	ENGL 101
Mathematics Requirements	**Total Credits**	**3**	
MATH 115	Introduction to Probability and Statistics	3	
ICT Requirements	**Total Credits**	**3**	
COSC 101	Introduction to Computing	3	
Lifelong Learning Requirements	**Total Credits**	**1**	
UNSS 101	University Success	1	
Natural Science Requirements	**Total Credits**	**4**	
Students should complete a minimum of 4 credits, including at least 1 credit lab from the Natural Science list of the general Education tabulated below.			
Arts and Humanities Requirements	**Total Credits**	**3**	
Students should complete a minimum of 3 credits from the Arts and Humanities list of the general Education tabulated below.			
Social and Behavioral Science Requirements	**Total Credits**	**3**	
Students should complete a minimum of 3 credits, from the Social and Behavioral Science list of the general Education tabulated below.			
Free General Education Electives	**Total Credits**	**8**	
A minimum of 8 credits can be taken from any of the General Education courses (Free General Education Electives tabulated below.			
Mathematics List			
MATH 130	College Algebra	3	
MATH 131	Finite Math with Calculus	3	
MATH 153	Calculus I	4	
MATH 154	Calculus II	4	MATH 153
MATH 154	Calculus II	4	MATH 153
MATH 252	Calculus III	4	MATH 154
MATH 203	Discrete Mathematics	3	MATH 153
MATH 255	Introduction to Linear Algebra	3	MATH 153
MATH 260	Probability and Statistics	4	MATH 154
Arts and Humanities List			
ANTH 152	Introduction to Cultural Anthropology	3	
HUMS 101	Forms and Ideas in the Humanities	3	
HIST 201	World History	3	
TURK 101	Turkish for Beginners	3	
CCHN 101	Spoken Mandarin	3	
COMS 356	Intercultural Communication	3	ENGL 101
PHIL 101	Introduction to Philosophy	3	
ENGL 103	Public Speaking	3	
PHIL 201	Oriental and Islamic Philosophy	3	
Natural Sciences List			
BIOL 101	Principles of Biology I	3	co-requisite BIOL 101L
BIOL 101L	Principles of Biology I Laboratory	1	co-requisite BIOL 101
CHEM 101	Introductory Chemistry	3	co-requisite of CHEM 101L
CHEM 101L	Introductory Chemistry Laboratory	1	co-requisite of CHEM 101
CHEM 103	General Chemistry	3	co-requisite of CHEM 103L
CHEM 103L	General Chemistry Laboratory	1	co-requisite of CHEM 103
PHYS 101	Principles of Physics I	3	co-requisite of PHYS 101L
PHYS 101L	Principles of Physics I Laboratory	1	co-requisite of PHYS 101
PHYS 102	Principles of Physics II	3	PHYS 101, PHYS 101L, MATH 153, co-requisite: PHYS 102L
PHYS 102L	Principles of Physics II Laboratory	1	PHYS 101, PHYS 101L, MATH 153, co-requisite: PHYS 102
PHYS 105	Principles of Physics III	3	PHYS 101 and MATH 154 and co-requisite of PHYS 105L
PHYS 105L	Principles of Physics III Laboratory	1	co-requisite of PHYS 105
ASTR 352	Current Developments in Astronomy	3	co-requisite of ASTR 352L
ASTR 352L	Current Developments in Astronomy Laboratory	1	co-requisite of ASTR 352
ENVS 201	Environmental Science	3	co-requisite of ENVS 201L
ENVS 201L	Environmental Science Laboratory	1	co-requisite of ENVS 201
Social and Behavioral Sciences List			
PSYC 101	Introduction to Psychology	3	
SOCS 101	Introduction to Sociology	3	
ENGL 205	Business Communication	3	
SUST 101	Principles of Sustainability	3	
POLS 321	Comparative Political Ideologies	3	
PSYC 202	Mind Matters: A Practical Exploration	3	
MDIA 101	New Media and Society	2	

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Program Core Requirments	Total Credits	51	
DSGN 101	Visual Culture I	3	
DSGN 102	Visual Culture II	3	DSGN 101
DSGN 111	Basic Design I	3	
DSGN 112	Basic Design II	3	DSGN 111
DSGN 141	Computer Culture I	3	
DSGN 142	Computer Culture II	3	DSGN 141
DSGN 201	Typography	3	DSGN 141
DSGN 211	Photography Techniques	3	
DSGN 244	Digital Image Processing	3	DSGN 142
DSGN 261	Video Production I	3	
DSGN 321	Introduction to Multimedia	3	
DSGN 411	Physical Interaction Design	3	DSGN 341
DSGN 401	Capstone Project I	3	DSGN 332 Senior Level standing 90cr.
DSGN 402	Capstone Project II	6	DSGN 401
DSGN 405	Multimedia Design Internship	6	Option 1: Completed 60 Cr for 1st Internship & Completed 90 Cr. for 2nd Internship Option 2: Completed 90 Cr.
Program Major Requirements	Total Credits	18	
DSGN 232	Digital Vector Graphics	3	DSGN 141
DSGN 301	Web Design	3	If CBM Student: Minimum 60 credits
DSGN 302	Interactive Web Projects	3	DSGN 301
DSGN 331	Multimedia Design	3	DSGN 321
DSGN 332	Multimedia Production	3	DSGN 331
DSGN 341	3-D Computer Graphics	3	DSGN 142
Program Major Electives Options	Total Credits	9	
Students pursuing Bachelor of Fine Arts in Multimedia Design must complete a minimum of nine elective credits in design (DSGN) coursework offered at or above the 200-level .			
DSGN 212	Photography Workshop	3	DSGN 211
DSGN 210	Digital Storytelling	3	
DSGN 241	Concept Development	3	DSGN 111
DSGN 223	Sound and Image	3	
DSGN 262	Video Production II	3	DSGN 261
Professional Elective Options	Total Credits	9	
Students pursuing a Bachelor of Arts in Multimedia Design must complete a minimum of 9 elective credits. Elective credits can be earned via any courses offered at or above the 100-level.			
Program Total Credits		125	

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Proposed Study Plan - AY 2025 - 2026

First Year

1st Semester				2nd Semester			
Course Code	Course Title	CH	Pre-requisites	Course Code	Course Title	CH	Pre-requisites
ENGL 101	Composition I	3		ENGL 102	Composition II	3	ENGL 101
ARHG 104/ARHG 101	Arabic for Arabic Speakers/Arabic for Non-Arabic Speakers	3		ARHG 106	Modern History of Bahrain	2	
UNSS 101	University Success	1		COSC 101	Introduction to Computing	3	
DSGN 101	Visual Culture I	3		DSGN 102	Visual Culture II	3	DSGN 101
DSGN 111	Basic Design I	3		DSGN 112	Basic Design II	3	DSGN 111
DSGN 141	Computer Culture I	3		DSGN 142	Computer Culture II	3	DSGN 141
TOTAL		16		TOTAL		17	

Second Year

3rd Semester				4th Semester			
Course Code	Course Title	CH	Pre-requisites	Course Code	Course Title	CH	Pre-requisites
XXXX	Social and Behavioral Science	3		XXXX	Natural Science Requirment	3	
DSGN 232	Digital Vector Graphics	3	DSGN 141	XXXX	Natural Science Lab Requirment	1	
DSGN 211	Photography Techniques	3		DSGN 261	Video Production I	3	
DSGN 201	Typography	3	DSGN 141	DSGN 244	Digital Image Processing	3	DSGN 142
ARHG 107	Human Rights	2		DSGN 321	Introduction to Multimedia	3	
MATH 115	Introduction to Probability and Statistics	3		XXXX	Free General Education Elective	2	
TOTAL		17		TOTAL		15	

Third Year

5th Semester				6th Semester			
Course Code	Course Title	CH	Pre-requisites	Course Code	Course Title	CH	Pre-requisites
DSGN 301	Web Design	3	If CBM Student: Minimum 60 credits	DSGN 302	Interactive Web Projects	3	DSGN 301
DSGN 331	Multimedia Design	3	DSGN 321	DSGN 332	Multimedia Production	3	DSGN 331
DSGN 341	3-D Computer Graphics	3	DSGN 142	DSGN 411	Physical Interaction Design	3	DSGN 341
XXXX	Major Electives 1	3		XXXX	Major Electives 2	3	
XXXX	Free General Education Elective	3		XXXX	Arts and Humanities Requirment	3	
TOTAL		15		TOTAL		15	

Fourth Year

7th Semester				8th Semester			
Course Code	Course Title	CH	Pre-requisites	Course Code	Course Title	CH	Pre-requisites
DSGN 405	Multimedia Design Internship	6	Option 1: Completed 60 Cr for 1st Internship & Completed 90 Cr. for 2nd Internship Option 2: Completed 90 Cr.	XXXX	Free General Education Elective	3	
DSGN 401	Capstone Project I	3	DSGN 332 Senior Level standing 90cr.	DSGN 402	Capstone Project II	6	DSGN 401
XXXX	Professional Elective 1	3		XXXX	Major Electives 3	3	
XXXX	Professional Elective 2	3		XXXX	Professional Elective 3	3	
TOTAL		15		TOTAL		15	
				Total		125	