

MEDIA

ARTS AND TECHNOLOGY

Master of Science



DUQUESNE
UNIVERSITY

MCANULTY COLLEGE AND GRADUATE
SCHOOL OF LIBERAL ARTS

A program combining

THE TECHNICAL and **the creative**



The Master of Science in Media Arts and Technology degree program is preparing new-media developers and writers for tomorrow's careers.

If your interest is multimedia, new media, instructional design or Web design and development—and whether your background is technical or creative—this is the perfect degree program for you.

The curriculum stresses theory and production as well as management and application. So, if you have technical training, the program will bring out the artist in you, and if you have a creative background, the program will enhance your technical skills. You'll receive a hands-on education focusing on the latest media technologies, an education in high-demand skills needed for creating multilingual, multimedia educational programs, interactive Web sites or animation.

The Master of Science in Media Arts and Technology program provides a broad range of choices for launching your new career while allowing you to maintain a work-oriented lifestyle.

The Master of Science in Media Arts and Technology degree program offers three concentrations: Creative Media Practices, Multimedia Management, and Web Design and Development. Each concentration blends course work in current multimedia and new media, and each provides a solid grounding in Web-based tools, digital best practices and managerial skills.



CREATIVE MEDIA PRACTICES

The Creative Media Practices concentration prepares current and prospective media professionals to be effective, ethical communicators ready for a wide range of careers paths.

While learning critical media skills and associated theories and principles, you will work closely with faculty mentors who help shape a course of study that suits your individual goals in fields such as journalism, media management, public relations, advertising, publishing or new media.

Our award-winning faculty has an impressive list of professional experiences that strengthens their teaching. Members of the faculty hold advanced degrees in communication, and many work as media professionals.

Beyond providing a set of technical skills, the Creative Media Practices concentration also prepares you to be a critical thinker and fluent communicator. Duquesne University was founded to serve the community. Reflecting that mission, we believe that professionals prepared for careers in mass media have a fundamental responsibility to serve the public trust by being the voice of truth.





MULTIMEDIA MANAGEMENT

The Multimedia Management concentration helps you gain the technical skills needed to use a wide variety of electronic media while developing the artistic techniques that define your personal style.

Media consolidation and convergence are bringing rapid changes. In the Multimedia Management concentration you will be exposed to the many forms and platforms that make up today's media environment as you learn the skills that keep you on the cutting edge. Course work is designed to develop a deep understanding of computer technologies and industry-standard software as well as the impact and potential of the Internet.

The concentration is for those students who seek a career in media as producers of media content, including technology managers, sports media professionals, sales and branding experts, programmers and researchers. Typical specializations include multimedia design, digital media creation, instructional design, 3D modeling, digital sound, animation and gaming. Best of all, in this rapidly changing field new career possibilities are constantly emerging.



WEB DESIGN AND DEVELOPMENT

The Web Design and Development concentration offers tracks that prepare you for two distinct, but closely related, career paths: Web Design and Web Application Development.

Web Design Track



This track emphasizes practical and theoretical knowledge along with the hands-on experience you need to create Web interfaces, develop and manage Web sites and perform usability testing. Course work covers foundational design precepts such as standards, layout, color, typography, user-centered design processes and information architecture. In classes, you will explore the principles of Web design while gaining experience that enables you to create compelling Web sites that balance function with aesthetics.

You will study human factors and their relevance to Web design, including usability, accessibility, human information processing and visual perception. Understanding how a Web interface helps people perform tasks and acquire information is a key to the design process, and the Department of Journalism and Multimedia Arts operates a laboratory, the Human Factors Facility, where your Web designs will be tested in systematically observed and analyzed interactions. This testing process will help you learn how to create aesthetically sophisticated Web pages that are effective, efficient and pleasant for users.

Choosing this track can help you find positions in a variety of fields, as a Web designer, Web developer, interaction designer, interface designer or usability analyst.

Web Applications Development Track

This more technical track has course work covering advanced client and server tools and their associated technologies. The Web Applications and Development track will enable you to create three-tier architecture applications that produce dynamic Web pages by interfacing with industry-standard database management systems such as Microsoft SQL Server and Sun's MySQL. You will develop applications that are dependent on software such as XML, RSS feeds, php and asp. In addition, the track is designed so that you can take courses related to server management and network administration.



CERTIFICATE IN MEDIA ARTS AND TECHNOLOGY

The Certificate in Media Arts and Technology is for professionals who wish to acquire or improve their skills and remain current with the fast-changing world of Web technology.

The four-course certificate in Media Arts and Technology provides maximum flexibility to best meet your personal professional needs. After meeting with your advisor, you will choose your courses from a diverse group of possible disciplines, including Web accessibility, Web analytics, interface design and many more. Contact the department for additional information.



4 – 1 PROGRAM

The 4 -1 Program allows undergraduates majoring in Journalism and Multimedia Arts to earn graduate and undergraduate credits at the same time.

Students who qualify for the program may take 12 graduate credits of classes in the Journalism and Multimedia Arts Department. Those 12 credits will be applied toward the undergraduate major and to the requirements for the Master of Science in Media Arts and Technology.

After completing the bachelor's degree program, students in the program take an additional 24 graduate credits to fulfill the remaining requirements for the Master of Science in Journalism and Multimedia Arts degree.

To be eligible for the 4 -1 Program, a student must:

- Be an undergraduate majoring in Journalism and Multimedia Arts who has completed at least 15 credits in the major
- Have completed 90 undergraduate credits
- Have an overall GPA of at least 3.25 and a 3.7 GPA in your major

For more information, contact a Journalism and Multimedia Arts advisor.

GRADUATE STUDY IN **MEDIA ARTS** AND TECHNOLOGY AT DUQUESNE UNIVERSITY

Imagine a program that allows you to work with highly skilled experts who share your interest, who challenge you to view your studies from new perspectives and help you shape ideas in practical ways. Graduate study in Media Arts and Technology offers all that for those who seek knowledge.

Duquesne University has earned a reputation for maintaining the highest standards for scholarly achievement while still caring deeply about the individual development of every student—from the first day of their enrollment to well beyond graduation.

Our faculty makes that commitment to students possible. In this department our faculty are full-time professionals whose academic credentials and practical experience make them leaders in their field.

Our Students Come First

The Master of Science in Media Arts and Technology degree program combines solid design and writing fundamentals with a focus on media innovations and industry-standard software and hardware. But, as our former students attest, the program's small class sizes and caring faculty are also essential features.

"The JMA Graduate program was one of the best experiences of my life. From day one, it was evident to me that this program was special. My classes in Web programming and development gave me the ability to develop over 50 Web sites already in my career. The classes in management gave me the tools necessary to be the I.T. Director at Bishop Canevin High School. However, it is the faculty and staff that make the department and program special. The instructors truly care about their students' success, and the skills they teach are imperative in the professional world."

Nick Sinagra

M.S. Multimedia Arts and Technology, 2008

"When I completed my Master of Science in Interactive Media at Duquesne, I understood that I came out of the program highly skilled and trained. But, as I showcased my work, I realized that I was surpassing my own expectations and those of my superiors as well. My achievements would not be possible without the benchmark of excellence Duquesne sets for its students, professors and curriculum."

Josh Duncan

M.S. Multimedia Arts and Technology, 2006

Mission Statement

The Journalism and Multimedia Arts Department acts in concert with the mission of Duquesne University to nurture the individual talents of our students; harness their innate creativity; inspire their passion for innovation; and foster their analytical, critical thinking, research, and media literacy skills. The Department's four undergraduate majors: Digital Media Arts, Journalism, Media Management and Production, and Public Relations and Advertising, as well as our three graduate programs, all reflect the interdisciplinary nature of the various fields and the ongoing convergence of media forms and practice. We encourage ethical and professional leadership among our students, faculty, and staff as a means of celebrating and participating in Catholic values and democratic ideals.



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For more information, visit:

www.duq.edu/gradmultimedia