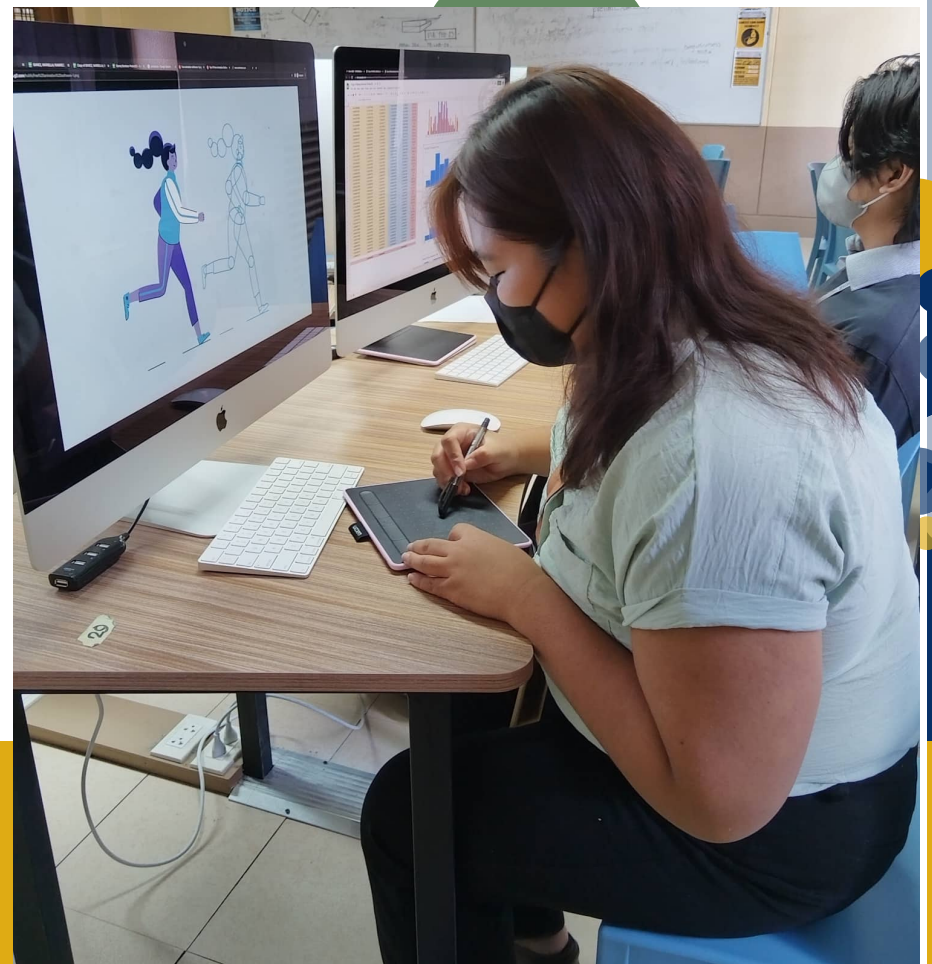


MULTIMEDIA ARTS

PROGRAM CATALOG





SLU VISION-MISSION

"Saint Louis University is envisioned as an excellent missionary and transformative educational institution zealous in developing human resources imbued with Christian Spirit and who are creative, competent and socially involved."

SCHOOL VISION-MISSION

The School of Accountancy, Management, Computing and Information Studies (SAMCIS) is envisioned as the center of excellence in Business, Management, and Information Technology Education, committed to the creative, competent, and Christian formation of individuals, who can be agents of progress in the changing local and international business and information technology environments.

PROGRAM EDUCATIONAL OBJECTIVES (PEO)

As Louisiana Multimedia Artists, they are expected to:

1. Demonstrate knowledge and skills in the creative industry by utilizing current trends to provide multimedia solutions that incorporate the principles and elements of design and technical processes;
2. Exemplify Christian values in the practice of one's profession while working ethically and with integrity;
3. Practice liberal and creative thinking as individuals who contribute to the development of different forms of expression;
4. Participate actively in rendering creative services through evaluating and articulating the societal, aesthetic, communicative, and ethical value of multimedia project based on global trends and issues in multimedia technologies, design and practice.

PROGRAM LEARNING OUTCOMES (PLO)

The Bachelor of Multimedia Arts program is designed to respond to the requirement in the discipline for graduates to be familiar with a wide range of media forms and to provide the theoretical foundations and practical experience to develop skills in multimedia contexts. The program aims to develop within students the knowledge and skills that will enable them to communicate effectively, critically, and creatively across a range of new media technologies and forms and to develop multimedia projects with these qualities for various purposes.

Program Learning Outcomes:

1. Apply communication theories, multimedia techniques, and software methodologies to develop innovative multimedia projects.
2. Articulate a multimedia project's societal, aesthetic, communicative, and ethical value based on global trends and issues in multimedia technologies, design, and practice.
3. Demonstrate proficiency in the visual arts required to produce multimedia projects.
4. Integrate visual illustrations, graphics, and animation in producing creative multimedia content.
5. Communicate knowledge and ideas effectively to the computing community and society at large across a wide range of contexts and media.
6. Demonstrate qualities of an accountable individual and a team player in a multicultural and multidisciplinary environment.
7. Apply social, legal, ethical, and moral standards as a Multimedia Arts practitioner who understands the impact on individuals, organizations, and society.



8. Demonstrate openness and willingness to adapt to new and emerging technologies in the pursuit of continuing professional growth.
9. Demonstrate Christian, Louisian, and Filipino values in their dealings with others and participation in curricular and extra-curricular activities.

CURRICULUM

FIRST YEAR	Course No.	Course Descriptive Title	Units	Pre-requisite
	1st Semester			
	MMA 111	Drawing 1	2	
	MMA 111L	Drawing 1 (Lab)	1	
	MMA 112	History of Graphic Design	3	
	MMA 113	Introduction to Multimedia Arts	3	
	GART	Art Appreciation	3	
	GPCOM	Purposive Communication	3	
	GHIST	Readings in Philippine History	3	
	FIT HW	Physical Activity Towards Health and Fitness (Health and Wellness)	2	
	CFE 101	God's Journey with His People	3	
		TOTAL UNITS	23	
	Course No.	Course Descriptive Title	Units	Pre-requisite
	Short Term			
	MMA 131	Color Theory	2	MMA 122
	MMA 131L	Color Theory (lab)	1	MMA 122
	GENTREP	The Entrepreneurial Mind	3	
		TOTAL UNITS	6	
	Course No.	Course Descriptive Title	Units	Pre-requisite
	2nd Semester			
	MMA 121	Drawing 2	2	MMA 111
	MMA 121L	Drawing 2 (lab)	1	MMA 111
	MMA 122	Elements of Principles and Design	2	MMA 111, MMA 112, MMA 113
	MMA 122L	Elements of Principles and Design (Lab)	1	MMA 111, MMA 112, MMA 113
	GRIZAL	The Life and Works of Rizal	3	
	GMATH	Mathematics in the Modern World	3	
	GSELF	Understanding the Self	3	
	GCWORLD	The Contemporary World	3	
	FIT CS	Physical Activity Towards Health and Fitness (Combative Sports)	2	
	CFE 102	Christian Morality in Our Times	3	
		TOTAL UNITS	23	

SECOND YEAR	Course No.	Course Descriptive Title	Units	Pre-requisite
	1st Semester			
	MMA 211	Writing for New Media	3	GPCOM
	MMA 212	Digital Photography	2	MMA 122
	MMA 212L	Digital Photography (Lab)	1	MMA 122
	MMA 213	2D Animation	2	MMA 121
	MMA 213L	2D Animation (lab)	1	MMA 121
	GSTS	Science, Technology, and Society	3	
	GETHICS	Ethics	3	
	NSTP-CWTS 1	Foundations of Service	3	
	FIT OA	Physical Activity Towards Health and Fitness (Outdoor and Adventure Activities)	2	
	CFE 103	Catholic Foundation of Mission	3	
		TOTAL UNITS	23	
	Course No.	Course Descriptive Title	Units	Pre-requisite
	Short Term			
	MMA 231	3D Modeling	2	MMA 121
	MMA 231L	3D Modeling (lab)	1	MMA 121
		TOTAL UNITS	3	
	Course No.	Course Descriptive Title	Units	Pre-requisite
	2nd Semester			
	MMA 221	Fundamentals in Film and Video Production	2	MMA 211, MMA 212
	MMA 221L	Fundamentals in Film and Video Production (lab)	1	MMA 211, MMA 212
	MMA 222	Typography and Layout	2	MMA 122, MMA 131
	MMA 222L	Typography and Layout (lab)	1	MMA 122, MMA 131
	GENVI	Environmental Science	3	
	GRVA	Reading Visual Art	3	
	NSTP-CWTS 2	Social Awareness and Empowerment for Service	3	NSTP-CWTS 1
	FIT AQ	Physical Activity Towards Health and Fitness (Aquatics)	2	
	CFE 104	CICM Missionary Identity	3	CFE 103
		TOTAL UNITS	20	



CURRICULUM

THIRD YEAR	Course No.	Course Descriptive Title	Units	Pre-requisite
	1st Semester			
	MMA 311	Multimedia Publishing	2	MMA 212, MMA 222
	MMA 311L	Multimedia Publishing (lab)	1	MMA 212, MMA 222
	MMA 312	3D Animation	2	MMA 231
	MMA 312L	3D Animation (lab)	1	MMA 231
	MMA 313	Research Methods	3	3rd year standing
	MMA 314	Business Ventures in Multimedia	3	3rd year standing
	MMAF	Free Elective 1	3	3rd year standing
	MMAE	Elective 1	3	3rd year standing
	CFE 105A	CICM in Action: Justice, Peace, and Integrity of Creation, Indigenous Peoples, and Interreligious Dialogue	1.5	CFE103, CFE 104
	TOTAL UNITS		19.5	
	Course No.	Course Descriptive Title	Units	Pre-requisite
	Short Term			
	MMA 331	Post-Production Techniques	2	MMA 322
	MMA 311L	Post-Production Techniques (lab)	1	MMA 322
	TOTAL UNITS		3	
	Course No.	Course Descriptive Title	Units	Pre-requisite
	2nd Semester			
	MMA 321	Capstone Project 1	3	3rd year standing
	MMA 322	Digital Sound Production	2	MMA 221
	MMA 322L	Digital Sound Production (lab)	1	MMA 221
	MMA 323	Interactive Media Design	2	MMA 311
	MMA 323L	Interactive Media Design (lab)	1	MMA 311
	MMAE	Elective 2	3	3rd year standing
	MMAE	Elective 3	3	3rd year standing
	MMAF	Free Elective 2	3	3rd year standing
	CFE 105B	CICM in Action: Environmental Planning and Management and Disaster Risk Reduction Management	1.5	CFE 105A
	TOTAL UNITS		19.5	

FOURTH YEAR	Course No.	Course Descriptive Title	Units	Pre-requisite
	1st Semester			
	MMA 411	Capstone Project 2	3	MMA 321; 4th year standing
	MMA 412	Fieldtrip and Multimedia Seminars	2	4th year standing
	MMA 412L	Fieldtrip and Multimedia Seminars (lab)	1	4th year standing
	MMA 413	Portfolio Preparation and Exhibit Design	2	4th year standing
	MMA 413L	Portfolio Preparation and Exhibit Design (lab)	1	4th year standing
	CFE 106A	Embracing the CICM Mission	1.5	CFE 105B
	TOTAL UNITS		10.5	
	Course No.	Course Descriptive Title	Units	Pre-requisite
	2nd Semester			
	MMA 421	Practicum	3	4th year standing
	CFE 106B	Embracing the CICM Mission	1.5	CFE 106A
	TOTAL UNITS		4.5	

MMA Electives	
Professional Electives	
MMAE 10: Advanced 3D Animation	2/1
MMAE 11: Digital Storyboarding	2/1
MMAE 12: Acting for Animation	2/1
MMAE 13: Writing for Film and Television	3
MMAE 14: Illustration and Cartooning	2/1
MMAE 15: UI/UX Design	3
MMAE 16: Web and App Design	2/1
MMAE 17: MMA Special Topics 1	3
MMAE 18: MMA Special Topics 2	3
Free Electives	
MMAF 19: Digital Marketing	3
MMAF 20: Creative Writing	3
MMAF 21: Discourse Proficiency	3



ADMISSION POLICIES

Saint Louis University welcomes local and foreign students alike, subject to University admission Policies, requirements, and academic standards and pertinent laws of the Republic of the Philippines

Undergraduate Freshman Students

- All undergraduate freshman applicants must pass the SLU College Entrance Examination (SLU-CEE) and must qualify within the slots duly determined for their chosen course. The regular SLU-CEE is conducted during weekends from the middle of October up to the middle of December. Admission for the first semester starts at the middle of April.

Transfer Students

- SLU admits transferees in all courses except Bachelor in Medical Laboratory Science subject to their compliance with pertinent requirements and guidelines. They must undergo a Qualifying Examination (QE) and if qualified, will take the Personality Test and Interview. Foreign students applying as transferee are subject to the English Proficiency Test (EPT) rule.

Graduate Program Students

- The applicant must have finished the prerequisite degree/s prior to acceptance to the Graduate Program;
- For a Master's degree, the applicant must have a Baccalaureate degree from an institution of recognized standing
- For a Doctorate degree, the applicant must have a Master's degree in related fields from an institution of recognized standing.

Foreign Students

- Foreign students should apply not later than 6 months before the start of the academic term. Moreover, they should be in Baguio City at least 4 weeks before the start of classes of the academic term for them to take the EPT as well as SLU-CEE / QE / GPPE, and Personality Test.
- Foreign students applying for the first time either in the undergraduate or graduate program should initially possess satisfactory proficiency in English and have passed the EPT as well as the pertinent entrance examination and Personality Test. Before enrolling, they undergo Preadmission Processing at the Student Affairs Office.
- Foreign students must secure a valid Student Visa. There are two options in securing a Student Visa. For related information, consult Foreign Student section of the Registrar's Office.

SCHEDULE OF FEES

FIRST YEAR TUITION FEE AS OF AY 2022 - 2023		
COURSE	PARTIAL	FULL
BMMA	P 17,600.00	P 37,000.00
FEES LISTED PER SEMESTER AND ARE SUBJECT TO CHANGE WITHOUT PRIOR NOTICE		



JOB OPPORTUNITIES (WHERE DOES THE PROGRAM TAKE YOU?)

- Animator
- Media Analyst
- Web Designer
- Multimedia Specialist
- Advertising Manager
- Marketing Manager
- Media Director
- Creative Director
- Illustrator
- Photographer
- Graphic Designer
- Illustration Artist
- Multimedia Designer
- Film and Video Editor
- Video Game Designer
- Art Director
- Public Image Consultant
- Creative Consultant
- Video Game Consultant
- Multimedia Consultant

CONTACT INFO

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