

De La Salle-College of Saint Benilde

Bachelor of Arts in Multimedia Arts

Program Specification

Awarding Institution	De La Salle-College of Saint Benilde
School	School of Design and Arts
Program Accreditation	Philippine Accrediting Association of Schools, Colleges and Universities (PAASCU) Level II granted re-accreditation for five years valid until May 2024.
Name of Final Award	Bachelor of Arts in Multimedia Arts (AB-MMA)
Program Title	Bachelor of Arts in Multimedia Arts (AB-MMA)
Description of the Program	<p>Critical thinking and innovation are at the heart of the student-centered Multimedia Arts (MMA) curriculum, which seeks to hone creative and innovative multimedia practitioners, proficient in the necessary digital arts skills and confident in the practice of innovation. Provided with the most useful and practical lessons for a future in the digital creative industries, students are prepared to build digital arts projects holistically, starting from the task of conceptualization to actual execution and exhibition. With faculty members who are also industry practitioners, students gain real-world advice and functional skills towards using their multimedia work for the needs of the bigger society, highlighting the value of creative work that is contemporary and relevant.</p>
Expected Program Learning Outcomes	<p>Upon completion of the BACHELOR OF ARTS IN MULTIMEDIA ARTS, students are expected to:</p> <ul style="list-style-type: none"> • PO1. Conceptualize appropriate medium and content in developing substantial multimedia projects based on the needs of society or community that is backed up by research. • PO2. Demonstrate critical thinking necessary in the development of socially-grounded multimedia projects through strategic issue analysis to identify the appropriate solution for the target user.

	<ul style="list-style-type: none"> • PO3. Innovate relevant content in the integration of a substantial multimedia project using available resources and appropriate technologies. • PO4. Manifest proficiency as a visual communication practitioner essential in the production of multimedia projects by applying written, verbal, visual and auditory components. • PO5. Exhibit collaborative, entrepreneurial, professional and ethical behavior in the creative practice of multimedia in a multidisciplinary, multicultural and inclusive environment through an integrated multimedia content. 																
Admission Requirements	<p>All students must pass the Benildean Entrance Exam (BEE). The information regarding application, admission timetable, and application results may be viewed at Benilde Admissions Center. Downloadable forms and school brochures are available from this site.</p> <p>Applicants applying to any degree or non-degree program offered by DLS-CSB are expected to provide a complete medical disclosure of past or present conditions that may have an effect on student learning and their intention to be a member of the Benildean community.</p>																
Program Overview	<p>The Program consists of 169 units (159 academic units and 10 non-academic units) distributed as follows:</p> <table border="0" data-bbox="597 999 1284 1268"> <thead> <tr> <th></th> <th style="text-align: right;">Units</th> </tr> </thead> <tbody> <tr> <td>CHED GE Core Courses</td> <td style="text-align: right;">56</td> </tr> <tr> <td>DLS-CSB Institutional Courses</td> <td style="text-align: right;">19</td> </tr> <tr> <td>MMA and Free Electives</td> <td style="text-align: right;">15</td> </tr> <tr> <td>Multimedia Arts Core Courses</td> <td style="text-align: right;">22</td> </tr> <tr> <td>Multimedia Arts Major Courses</td> <td style="text-align: right;">48</td> </tr> <tr> <td>Multimedia Capstone Courses</td> <td style="text-align: right;">6</td> </tr> <tr> <td>Multimedia On-The-Job Training</td> <td style="text-align: right;">3</td> </tr> </tbody> </table>		Units	CHED GE Core Courses	56	DLS-CSB Institutional Courses	19	MMA and Free Electives	15	Multimedia Arts Core Courses	22	Multimedia Arts Major Courses	48	Multimedia Capstone Courses	6	Multimedia On-The-Job Training	3
	Units																
CHED GE Core Courses	56																
DLS-CSB Institutional Courses	19																
MMA and Free Electives	15																
Multimedia Arts Core Courses	22																
Multimedia Arts Major Courses	48																
Multimedia Capstone Courses	6																
Multimedia On-The-Job Training	3																
Curriculum and Program Structure	<p>The curriculum and program structure are outlined in the program checklist. The curriculum map shows the alignment between the courses in the program and the program outcomes.</p>																
Teaching and Learning Strategy, Assessment	<p>The course was created using the outcomes-based education applying the Learner-Centered Pedagogy. The class will be engaged in contextualized/ “real-world” learning which will be complemented with classroom and laboratory lectures and workshops using direct, indirect, reflective learning, experiential learning and interactive instructional methods as well as film showings, video project screenings, reading assignments, written assignments, including adviser consultations.</p>																
Date of Revision	<p>AY 2018-2019</p>																

PROGRAM CHECKLIST

Bachelor of Arts in Multimedia Arts

Term 1

Course Code	Course Title	Units	Pre-requisite	Co-requisite
UNDSELF	Understanding the Self	3		
MATWRLD	Mathematics in the Modern World	3		
SCITECH	Science Technology and the Society	3		
MINTRMA	Multimedia Arts: An Introduction	3		
MFDRWG1	Drawing 1: Basic Form and Shape	2		
MHISGRP	History of Graphic Design	3		
CSBLIFE	College of Saint Benilde Student Life	(3)		
PEONEPF	Physical Fitness	2		

Term 2

Course Code	Course Title	Units	Pre-requisite	Co-requisite
ARTAPRI	Art Appreciation	3		
LITSTOR	The Art of Storytelling	3		
READHIS	Readings in Philippine History	3		
PURPCOM	Purposive Communication	3		
MFDRWG2	Drawing 2: Figure Drawing	2	MFDRWG1	
MELPRIN	Elements and Principles of Design	3	MFDRWG1	
NSTP-01	National Service Training Program 1	(3)		
PETWODA	Dance Area	2	PEONEPF	

Term 3

Course Code	Course Title	Units	Pre-requisite	Co-requisite
JORIZAL	Life and Works of Rizal	3		
LITEPOP	Literature and Popular Culture	3		
CONWORL	Contemporary World	3		
MWRITNM	Writing for New Media	3	PURPCOM	
MMPHOTO	Digital Photography	3	MINTRMA, MELPRIN	
MCOLORT	Color Theory	3	MELPRIN	
NSTP-02	National Service Training Program 2	(3)	NSTP-01	
PETRIID	Individual/Dual Sports	2	PEONEPF	

Term 4

Course Code	Course Title	Units	Pre-requisite	Co-requisite
INTEFIL	Interaktibong Filipino sa Multidisiplinaryong Larangan	3		
REEXSPI	Religious Experience and Spirituality	3		
IETHICS	Ethics	3		
MM2DANI	2D Animation for Multimedia	3	MINTRMA, MFDRWG2	
MMFFVID	Fundamentals in Film and Video Production	3	MINTRMA, MWRITNM, MMPHOTO	
MMTYPOG	Typography and Layout	3	MINTRMA, MCOLORT	
PEFORTS	Team Sports	2	PEONEPF	

Term 5

Course Code	Course Title	Units	Pre-requisite	Co-requisite
FILDISI	Filipino sa Iba't-Ibang Disiplina	3	INTEFIL	
BIBCHUR	Bible and Church	3		
CRITHNK	Critical and Creative Thinking	3		
MM3DMOD	3D Modeling for Multimedia	3	MINTRMA, MFDRWG2, MM2DANI	
MMAUDPR	Digital Audio Production	3	MINTRMA, MMFFVID	
MMPUBLI	Multimedia Publishing	3	MINTRMA, MMTYPOG	
FRELEC1	Free Elective 1	3		

Term 6

Course Code	Course Title	Units	Pre-requisite	Co-requisite
MASIPAG	Masining na Pagpapahayag	3	FILDISI	
MARFAMI	Marriage and Family Life	3		
MTHEOME	Theories and Methods of Research	3	Last Term of Sophomore Year	
MM3DANI	3D Animation for Multimedia	3	MINTRMA, MM3DMOD	
MMPOSTT	Post-production Techniques	3	MINTRMA, MMAUDPR	
MMINTDS	Interactive Media Design	3	MINTRMA, MMPUBLI	
FRELEC2	Free Elective 2	3		

Term 7

Course Code	Course Title	Units	Pre-requisite	Co-requisite
ASEANST	Asean Studies	3		
MBSVENT	Business Ventures in Multimedia	3	MINTRMA, Junior Standing	
MMACAP1	Multimedia Capstone 1	3	MINTRMA, MTHEOME, Junior Standing	
MMELEC1	Multimedia Arts Elective 1	3		
MMNMTEC	New Media Technologies	3	MINTRMA, MM3DANI, MMINTDS	
MMINTER	Multimedia Integration	3	MINTRMA, MMINTDS	

Term 8

Course Code	Course Title	Units	Pre-requisite	Co-requisite
MMPPEXD	Portfolio Preparation and Exhibit	3	MINTRMA, Junior Standing	
MMARKET	Multimedia Marketing	3	MINTRMA, MBSVENT	
MMACAP2	Multimedia Capstone 2	3	MINTRMA, MMACAP1, Junior Standing	
MMELEC2	Multimedia Arts Elective 2	3		
MSEMNR	Multimedia Seminars	3	MINTRMA	
CSBGRAD	College of Saint Benilde Graduating Students	(1)	CSBLIFE	

Term 9

Course Code	Course Title	Units	Pre-requisite	Co-requisite
MMA-OJT	Multimedia On-The-Job Training	3	MINTRMA, For Graduating Students Only	
MMELEC3	Multimedia Arts Elective 3	3		

CURRICULUM MAP

Bachelor of Arts in Multimedia Arts

I. Multimedia Arts Core Courses		PO1	PO2	PO3	PO4	PO5
1	Multimedia Arts: An Introduction (MINTRMA)	✓	✓	✓	✓	✓
2	Drawing 1: Basic Form and Shape (MFDRWG1)				✓	
3	History of Graphic Design (MHISGRP)		✓		✓	✓
4	Drawing 2: Figure Drawing (MFDRWG2)				✓	
5	Elements and Principles of Design (MELPRIN)	✓	✓	✓	✓	✓
6	Writing for New Media (MWRITNM)	✓	✓		✓	✓
7	Color Theory (MCOLORT)				✓	
8	Theories and Methods of Research (MTHEOME)	✓	✓		✓	✓
II. Multimedia Arts Major Courses		PO1	PO2	PO3	PO4	PO5
1	Typography & Layout (MMTYPOG)	✓	✓		✓	
2	Digital Photography (MMPHOTO)	✓	✓	✓	✓	✓
3	Fundamentals of Film & Video Production (MMFFVID)	✓	✓	✓	✓	✓
4	Digital Audio Production (MMAUDPR)	✓	✓	✓	✓	✓
5	Post-production Techniques (MMPOSTT)	✓	✓	✓	✓	✓
6	2D Animation for Multimedia (MM2DANI)	✓	✓	✓	✓	✓
7	3D Modeling for Multimedia (MM3DMOD)	✓	✓	✓	✓	✓
8	3D Animation for Multimedia (MM3DANI)	✓	✓	✓	✓	✓
9	Multimedia Publishing (MMPUBLI)	✓	✓	✓	✓	✓
10	Interactive Media Design (MMINTDS)		✓	✓	✓	✓
11	Business Ventures in Multimedia (MBSVENT)	✓	✓	✓		✓
12	New Media Technologies (MMNMTEC)	✓	✓	✓	✓	✓
13	Multimedia Integration (MMINTER)		✓	✓	✓	✓
14	Portfolio Preparation and Exhibit Design (MMPPEXD)		✓		✓	✓
15	Multimedia Marketing (MMARKET)	✓	✓	✓		
16	Multimedia Seminars (MSEMNR)	✓	✓	✓	✓	✓
III. Multimedia Arts Capstone Courses		PO1	PO2	PO3	PO4	PO5
1	Multimedia Capstone 1 (MMACAP1)	✓	✓	✓	✓	✓
2	Multimedia Capstone 2 (MMACAP2)	✓	✓	✓	✓	✓
IV. On-The-Job Training		PO1	PO2	PO3	PO4	PO5
1	Multimedia On-The-Job Training (MMA-OJT)				✓	✓