

De La Salle-College of Saint Benilde
School of New Media Arts
Multimedia Arts Program

PROGRAM SPECIFICATIONS

Awarding Institution	De La Salle – College of Saint Benilde
School	School of New Media Arts
Program Accreditation	Philippine Accrediting Association of Schools, Colleges and Universities (PAASCU) Level III 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)
CMO Reference	CMO-20s-2017
Academic Year Implementation	AY 2023-2024
Academic Year Revision	AY 2022-2023
Description of the Program	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.
Program Goals	The Multimedia Arts program aims to: <ul style="list-style-type: none"> ● Develop conceptual and technical multimedia skills essential in advancing the creative industries using emerging technologies. ● Apply critical thinking and creativity in developing visual communication multimedia outputs addressing the needs of various audiences and markets. ● Empower socially aware students who possess integrity,

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	<p style="text-align: center;">professionalism, and ethics responding to contemporary issues with research-based multimedia design solutions.</p>
<p>Expected Program Learning Outcomes</p>	<p>Upon completion of the MULTIMEDIA ARTS PROGRAM, students are expected to:</p> <p>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. (K, V)</p> <p>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.(S,V)</p> <p>PO3. Innovate relevant content in the integration of a substantial multimedia project using available resources and appropriate technologies. (S)</p> <p>PO4. Manifest proficiency as a visual communication practitioner essential in the production of multimedia projects by applying written, verbal, visual and auditory components. (S)</p> <p>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. (S)</p>
<p>Performance Indicators</p>	<ul style="list-style-type: none"> ● Design and produce printed communication materials/collaterals that a) demonstrate knowledge of the potentials and particularities of the medium; b) exercise professional project management, and c) meet the goals of specific audiences and project applications. ● Design and produce videos/film that a) demonstrate knowledge of the potentials and particularities of the medium; b) exercise professional projects management, and c) meet the goals of specific audiences and project applications. ● Design and publish multimedia applications on the web. ● Design and produce 3D models and simulations for various applications.

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	<ul style="list-style-type: none">● Discuss the importance and influences of multimedia products and applications to the current times.● Describe the practices and procedures in the development of multimedia products and applications.● Evaluate and articulate design solutions within acceptable societal, aesthetic, communicative and ethical norms.● Demonstrate proficiency in drawing and composition.● Apply drawing skills and techniques in various multimedia applications.● Identify current technologies, concepts and terminologies for multimedia applications.● Demonstrate proficiency in desktop publishing applications / Platforms.● Demonstrate proficiency in digital video production and post-production applications / platforms.● Demonstrate proficiency in digital animation applications / platforms.● Identify current local and global issues and trends affecting the creative industries.● Describe major ethical and moral frameworks in industry practice.● Demonstrate professional and social ethics in the production of multimedia projects.● Demonstrate efficiency and effectiveness in managing the processes and workflows of multimedia production.● Demonstrate the qualities of a team player● Operate effectively in a multi-disciplinary and multi-cultural settings.
Admission Requirements	<p>All students must pass the Benildean Entrance Exam (BEE). The information regarding the 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 complete medical disclosure of past or present conditions that may affect student learning and their intention to be a member of the Benildean community.</p>

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Program Overview	Course Classification	Total Credit Units
	General Education Courses	36
	NTSP and PATHFT Courses	8 (6)
	Institutional Courses	12 (4)
	Core Courses	22
	Major Courses	48
	Professional Electives	15
	Capstone Courses	6
	Practicum / OJT	3
	Total Number of Units	150 (10)
Curriculum and Program Structure	The curriculum and program structure are outlined in the course sequence. The curriculum map shows the alignment between the courses in the program and the program outcomes.	
Teaching and Learning Strategies, Assessment	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.	

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COURSE SEQUENCE

Term 1				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
CONWORLD	Contemporary World	3		
IETHICS	Ethics	3		
BICHECO	Bible and Church	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)		
PATHFT1	Physical Fitness Toward Health and Fitness 1	2		
TOTAL UNITS		19 (3)		

Term 2				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
ARTAPRI	Art Appreciation	3		
READHIS	Readings in Philippine History	3		
SCITECH	Science Technology and the Society	3		
PURPCOM	Purposive Communication	3		
MFDRWG2	Drawing 2: Figure Drawing	2	MINTRMA, MFDRWG1	
MELPRIN	Elements and Principles of Design	3	MINTRMA, MFDRWG1	
NTSP-01	National Service Training Program 1	(3)		
PATHFT2	Physical Fitness Toward Health and Fitness 2	2	PATHFT1	
TOTAL UNITS		19 (3)		

Term 3				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
JORIZAL	Life and Works of Rizal	3		
MATWRLD	Mathematics in the Modern World	3		
UNDESELF	Understanding the Self	3		
MWRITNM	Writing for New Media	3	PURPCOM	

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MMPHOTO	Digital Photography	2	MINTRMA, MELPRIN	
MCOLORT	Color Theory	3	MINTRMA, MELPRIN	
NTSP-02	National Service Training Program 2	(3)	NTSP-02	
PATHFT3	Physical Fitness Toward Health and Fitness 3	2	PATHFT2	
TOTAL UNITS		20 (3)		

Term 4				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
GELECT1	G.E. Elective 1 (REEXECO)	3		
GELECT2	G.E. Elective 2	3		
CRITHNK	Critical and Creative Thinking	3		
MM2DANI	2D Animation for Multimedia	3	MINTRMA, MFDRWG2	
MMFFVID	Fundamentals in Film and Video Production	2	MINTRMA, MWRITNM, MMPHOTO	
MMTYPOG	Typography and Layout	3	MINTRMA, MELPRIN, MCOLORT	
PATHFT4	Physical Fitness Toward Health and Fitness 4	2	PATHFT3	
TOTAL UNITS		20		

Term 5				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
FREELEC1	Free Elective 1	3	Must have Academic Adviser's Approval	
GELECT3	G.E. Elective 3	3		
ASEANST	ASEAN Studies	3		
MM3DMOD	3D Modelling for Multimedia	3	MINTRMA, MFDRWG2	
MMAUDPR	Digital Audio Production	3	MINTRMA, MMFFVID	
MMINTER	Multimedia Integration	3	MINTRMA, MMTYPOG	

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TOTAL UNITS	18		
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Term 6				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
FREELEC2	Free Elective 2	3	Must have Academic Adviser's Approval	
MTHEOME	Theories and Methods of Research	3	Must be finished with all Term 5 majors	
MMELEC1	Multimedia Arts Elective 1	3	Must have Academic Adviser's Approval	
MM3DANI	3D Animation for Multimedia	3	MINTRMA, MM3DMOD	
MMPOSTT	Post-production Techniques	3	MINTRMA, MMAUDPR	
MMPUBLI	Multimedia Publication	3	MINTRMA, MMINTER	
TOTAL UNITS		18		

Term 7				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
MARFET	Marriage and Family	3		
MMACAP1	Multimedia Capstone 1	3	MINTRMA, MTHEOME, Must be finished with all Term 6 majors	
MMELEC2	Multimedia Arts Elective 2	3	Must have Academic Adviser's Approval	
MBSVENT	Business Ventures in Multimedia	3	MINTRMA, Must be finished with all Term 6 courses	
MMINTDS	Interactive Media Design	3	MINTRMA, MMPUBLI	
TOTAL UNITS		15		

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Term 8				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
MMPPEXD	Portfolio Preparation and Exhibit	3	MINTRMA, MMPOSTT, MMINTDS, MM3DANI	
MMACAP2	Multimedia Capstone 2	3	MINTRMA, MMACAP1, must be finished with all Term 7 majors	
MSEMNR	Multimedia Seminars	3	MINTRMA	
MMARKET	Multimedia Marketing	3	MINTRMA, MBSVENT	
MMNMTEC	New Media Technologies	3	MINTRMA, MM3DANI, MMINTDS	
CSBGRAD	College of Saint Benilde Graduating Students	(1)	CSBLIFE	
TOTAL UNITS		15 (1)		

Term 9				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
MMA-OJT	Multimedia On-The-Job Training	3	MINTRMA, PRACPREP <i>To be enrolled in the final term, with a maximum of 6 units including MMA-OJT. For graduating students only</i>	
MMELEC3	Multimedia Arts Elective 3	3	Must have Academic Adviser's Approval	
TOTAL UNITS		6		

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PROFESSIONAL ELECTIVE COURSES

PROGRAM ELECTIVES				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
MME3DWT	3D Exhibit Walkthrough	3		
MMEADVR	Multimedia Advertising	3		
MMEBRND	Branding and Brand Management	3		
MMECOPY	Copywriting	3		
MMECORP	Video Production for Corporate and Organizational Communication	3		
MMEFOLY	Foley Sound Effects Production	3		
MMEGAME	Game Programming	3		
MMEHYPR	Hyper narratives for Multimedia	3		
MMEINMC	Introduction to Integrated Marketing Communications	3		
MMEMAPP	Mobile Design and Development	3		
MMEPRMN	Project Management for Multimedia	3		
MMEPRNT	Print Production Techniques	3		
MMESFXD	Sound Design for Media	3		
MMESOCI	Social Design	3		
MMEVOIC	Voice Acting for Multimedia	3		
MMEVPRP	Video Pre-production	3		
MMEWEBA	Web Animation	3		
MMEXPBR	Experiential Marketing	3		

GENERAL EDUCATION ELECTIVES				
GELECT1: Domain - Social Sciences and Philosophy				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
REEXECO	3D Exhibit Walkthrough	3		
PEACEDU	Multimedia Advertising	3		
GELECT2: Domain – Mathematics Science and Technology				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
POPMATH	Mathematics in Popular Culture	3		
HUMANSX	Human Sexuality	3		
ECOLSUS	Ecology and Sustainability	3		
GELECT3: Domain – Arts and Humanities				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
LITSTOR	The Art of Storytelling	3		

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LITEPOP	Literature and Popular Culture	3		
GLOBCOM	Global Communication	3		
PANITIK	Panitikan at ang Kulturang Popular	3		
PATHFT3: Physical Activity Towards Health and Fitness 3				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
PATHF3S	Sports – Fencing/ Badminton/ Table Tennis	2	PATHFT1, PATHFT2	
PATHF3D	Dance – Popularized Dance	2	PATHFT1, PATHFT2	
PATHF3G	Group Exercise – Dance Aerobics	2	PATHFT1, PATHFT2	
PATH3O	Outdoor and Adventure Activities – Philippine Games / Aquatics	2	PATHFT1, PATHFT2	
PATHF3M	Martial Arts - Arnis	2	PATHFT1, PATHFT2	
PATHFT4: Physical Activity Towards Health and Fitness 4				
Course Code	Course Title	Units	Pre-requisite	Co-requisite
PATHF4G	Group Exercise – Yoga	2	PATHFT1, PATHFT2	
PATHF4M	Martial Arts – Judo	2	PATHFT1, PATHFT2	
PATHF4O	Outdoor and Adventure Activities - Walking for Fitness	2	PATHFT1, PATHFT2	
PATHF4S	Sports – Basketball / Futsal / Volleyball	2	PATHFT1, PATHFT2	

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CURRICULUM MAP

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)	✓	✓	✓	✓	✓

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III.	Multimedia Arts Core Courses	PO1	PO2	PO3	PO4	PO5
1	Multimedia Capstone 1 (MMACAP1)	✓	✓	✓	✓	✓
2	Multimedia Capstone 2 (MMACAP2)	✓	✓	✓	✓	✓

IV.	Multimedia On-the-Job Training	PO1	PO2	PO3	PO4	PO5
1	Multimedia On-The-Job Training (MMA-OJT)				✓	✓

