INTEGRATED MULTIMEDIA PRODUCTION

Bachelor of Arts



Central's BA in Integrated Multimedia Production combines courses from the departments of Art & Design, Communication, Journalism, and Music that include Music Technology/Audio Production, Digital Film Production, Motion Graphics, AI, and Broadcast Journalism. This cutting-edge forward-looking large major prepares students to work in a variety of media industries and focuses on the creation (writing, ideation, storyboarding), production and distribution of multimedia on various platforms. Students build a content creation portfolio, culminating in a special capstone project and an internship, where students work in teams for an external organization or an on-campus client. Graduates gain practical, real-world experience in preparation to work as content creators, influencers, or entrepreneurs, and/or for cable/broadcast/streaming companies and other organizations.

Program Features

- 54-credit program
- State-of-the-art recording studios, computer labs, and Media Center
- Taught by hands-on faculty with real world experience in various media (e.g., broadcast, documentary, graphics, music/audio)
- Required experiential learning experiences that integrate a capstone project and an internship
- Multidisciplinary
- Open to transfer students
- Seamless transfer from 2-year Digital Arts or Media Technology programs

CENTRAL CONNECTICUT STATE UNIVERSITY

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What You'll Gain

- Knowledge to create appropriate messages for target audiences, using multiple modalities
- Ability to produce effective multimedia content, using various computer-based technologies
- Skills to distribute and adapt multimedia content across various platforms
- Competency to complete and deliver multimedia projects for external and/or internal clients as part of a team
- Knowledge of historical, critical, ethical and/or theoretical approaches to media

Program Contact
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ABOUT CENTRAL:
Central Connecticut State University is the largest university within the Connecticut State Colleges and Universities system. Founded in 1849, Central is also the state's oldest publicly funded university. Our campus is located in New Britain, Connecticut. Central is accredited by the New England Commission of Higher Education (NECHE).



08/25

Information is subject to change. Please visit our website or contact undergraduate admissions for the most up to date information.