

CMD Undergraduate Programs

Bachelor of Arts in Multimedia Design

Designers with capabilities across multimedia have the creative world open to them, with opportunities in graphics, illustration, web, gaming, film and video, social media and photography to name a few. The entire world engages with every aspect of modern life through various forms of media, and it is the creators behind this imagery, videography, and innovative art that we are shaping through our courses. Multimedia is also non-specific by industry, meaning that the skills and knowledge possessed by these versatile designers can offer careers in literally any sector or organization – the sky's the limit. The mission of the Multimedia Design Program is to equip students with up-to-date and cutting-edge knowledge, skills, and competencies needed to excel in multimedia design professional careers.

- To provide students with a solid knowledge foundation in multimedia design principles, theories, and practices.
- To develop students' technical skills in using industry-standard software and technologies.
- To foster creativity, critical thinking, and problem-solving abilities in the context of multimedia design.
- To cultivate effective communication and collaboration skills necessary for working in multidisciplinary teams.
- To develop students' competencies that relates to independence, the ability to work effectively within teams and navigate successfully in different environments- in preparation for overcoming challenges and be successful in the professional world.

Program Learning Outcomes (PLOs)

Graduates of the Multimedia Design program are expected to achieve the following knowledge, skills, and professional competencies:

- ✓ Demonstrate critical knowledge of the theory, elements, and principles of multimedia design.
- ✓ Identify the cultural, historical, and aesthetic components of multimedia design and apply their ethical and aesthetic standards in practice.
- ✓ Utilize various multimedia production techniques and methods.
- ✓ Review, analyze, and critically evaluate literature and professional works, synthesizing information to draw conclusions in multimedia design.
- ✓ Define and analyze multimedia design problems, develop innovative and creative design solutions, meeting regional and international standards.
- ✓ Demonstrate proficiency in industry-standard multimedia design software.
- ✓ Communicate effectively and creatively in both writing and presentations, as well as by combining multi-media image, sound, video, animation and text.
- ✓ Demonstrate leadership, entrepreneurship, and the ability to work both independently and collaboratively within a team.
- ✓ Classify various multimedia career development options and make informed choices.

Program Structure

All students pursuing the Bachelor of Arts in Multimedia Design must complete a minimum of 125 credits with a cumulative GPA of 2.0 or better. Specifically, the requirements are as follows:

- A minimum of 38 credits of general education requirements
- A minimum of 33 credits of design core requirements
- A minimum of 36 credits of major requirements
- A minimum of 9 credits of major electives
- A minimum of 9 credits of professional elective options

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Curriculum Plan – MMD

Course Code	Course Title	CH	Pre-requisites
General Education Requirements	Total Credits	38	
National Requirements	Total Credits	7	
ARHG 104/ARHG 101	Arabic for Arabic Speakers/Arabic for Non-Arabic Speakers	3	
ARHG 106	Modern History of Bahrain	2	ENGR 100
ARHG 107	Human Rights	2	Senior level (90 credits), CGPA 2.0
English Requirements	Total Credits	6	
ENGL 101	Composition I	3	MGMT 101
ENGL 102	Composition II	3	ENGL 101
Mathematics Requirements	Total Credits	3	
MATH 115	Introduction to Probability and Statistics	3	MGMT 301
ICT Requirements	Total Credits	3	
COSC 101	Introduction to Computing	3	MGMT 205
Lifelong Learning Requirements	Total Credits	1	
UNSS 101	University Success	1	MATH 260
Natural Science Requirements	Total Credits	4	
Students should complete a minimum of 4 credits, including at least 1 credit lab from the Natural Science list of the general Education tabulated below.			
Arts and Humanities Requirements	Total Credits	3	
Students should complete a minimum of 3 credits from the Arts and Humanities list of the general Education tabulated below.			
Social and Behavioral Science Requirements	Total Credits	3	
Students should complete a minimum of 3 credits, from the Social and Behavioral Science list of the general Education tabulated below.			
Free General Education Electives	Total Credits	8	
A minimum of 8 credits can be taken from any of the General Education courses (Free General Education Electives tabulated below).			
Mathematics List			
MATH 130	College Algebra	3	If CBM Student: MGMT 205, co-requisite: ENGL 205 If CEC Student: ENGR 100, ENGR 205
MATH 131	Finite Math with Calculus	3	If CBM Student: MGMT 205, Co-requisite ENGL 205 If CEC Student: ENGR 100, ENGR 205
MATH 153	Calculus I	4	MATH 099 or placement exam
MATH 154	Calculus II	4	MATH 153
MATH 154	Calculus II	4	MATH 153
MATH 252	Calculus III	4	MATH 154
MATH 203	Discrete Mathematics	3	MATH 153
MATH 255	Introduction to Linear Algebra	3	MATH 153
MATH 260	Probability and Statistics	4	MATH 154
Arts and Humanities List			
ANTH 152	Introduction to Cultural Anthropology	3	If CBM Student: MGMT 101, minimum 75 credits If CEC Student: ENGR 401, Passing 75 Credits
HUMS 101	Forms and Ideas in the Humanities	3	MGMT 101 + Minimum 75 credits
HIST 201	World History	3	MGMT 101, MATH 115, Minimum of 60 credits
TURK 101	Turkish for Beginners	3	MGMT 101, Minimum of 60 Credits
CCHN 101	Spoken Mandarin	3	MGMT 101
COMS 356	Intercultural Communication	3	ENGL 101
PHIL 101	Introduction to Philosophy	3	ACCT 201, Minimum of 60 Credits
ENGL 103	Public Speaking	3	ACCT 201, Minimum of 60 Credits
PHIL 201	Oriental and Islamic Philosophy	3	Minimum of 90 Credits, CGPA of 2.0 Business senior standing, MGMT 101, MRKG 101, and FINC 201
Natural Sciences List			
BIOL 101	Principles of Biology I	3	co-requisite BIOL 101L
BIOL 101L	Principles of Biology I Laboratory	1	co-requisite BIOL 101
CHEM 101	Introductory Chemistry	3	co-requisite of CHEM 101L
CHEM 101L	Introductory Chemistry Laboratory	1	co-requisite of CHEM 101
CHEM 103	General Chemistry	3	co-requisite of CHEM 103L
CHEM 103L	General Chemistry Laboratory	1	co-requisite of CHEM 103
PHYS 101	Principles of Physics I	3	co-requisite of PHYS 101L
PHYS 101L	Principles of Physics I Laboratory	1	co-requisite of PHYS 101
PHYS 102	Principles of Physics II	3	PHYS 101, PHYS 101L, MATH 153, co-requisite: PHYS 102L
PHYS 102L	Principles of Physics II Laboratory	1	PHYS 101, PHYS 101L, MATH 153, co-requisite: PHYS 102
PHYS 105	Principles of Physics III	3	PHYS 101 and MATH 154 and co-requisite of PHYS 105L
PHYS 105L	Principles of Physics III Laboratory	1	co-requisite of PHYS 105
ASTR 352	Current Developments in Astronomy	3	co-requisite of ASTR 352L
ASTR 352L	Current Developments in Astronomy Laboratory	1	co-requisite of ASTR 352
ENVS 201	Environmental Science	3	co-requisite of ENVS 201L
ENVS 201L	Environmental Science Laboratory	1	co-requisite of ENVS 201
Social and Behavioral Sciences List			
PSYC 101	Introduction to Psychology	3	MATH 154
SOC 101	Introduction to Sociology	3	NDSE 301, MATH 260
ENGL 205	Business Communication	3	MATH 260
SUST 101	Principles of Sustainability	3	NDSE 301, ENGR 342, COSC 390
POLS 321	Comparative Political Ideologies	3	Senior Level (81 Credits), CGPA 2.0
PSYC 202	Mind Matters: A Practical Exploration	3	ENGR 100
MDIA 101	New Media and Society	2	NDSE 412

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Curriculum Plan - MMD

Program Core Requirements	Total Credits	33
CMAD 110	Drawing I	3
CMAD 111	Basic Design I	3
CMAD 205	Digital Media	3
CMAD 125	History of Media, Art, and Design	3
CMAD 210	Drawing II	3
CMAD 211	Photography Techniques	3
CMAD 212	Basic Design II	3
CMAD 311	UI/UX Design	3
CMAD 331	Video Production	3
CMAD 401	Multimedia Research Methods	3
CMAD 431	Entrepreneurship for Media and Design	3
Program Major Requirements	Total Credits	36
DSGN 201	Typography	3
DSGN 221	Introduction to Multimedia	3
DSGN 344	Multimedia Design Studio I	3
DSGN 323	2D Animation and Motion Graphics	3
DSGN 352	Multimedia Design Studio II	6
DSGN 341	3-D Computer Graphics	3
DSGN 442	Multimedia Design Studio III	6
DSGN 405	Multimedia Design Internship	3
DSGN 490	Capstone Project	6
Program Major Electives Options	Total Credits	9
Students pursuing a Bachelor of Arts in Multimedia Design must complete a minimum of 9 elective credits in design (CMAD and/or DSGN) courses that are not part of the major requirements. Additional courses may be approved by the College.		
CMAD 302	Visual Culture	3
DSGN 310	Digital Storytelling	3
CMAD 312	Photography Workshop	3
CMAD 334	Fundamentals of Advertising	3
DSGN 342	Concept Development	3
CMAD 412	Media Law and Professional Ethics	3
DSGN 419	Composition and Digital Effects	3
DSGN 431	Interactive Web Projects	3
DSGN 470	Mass Communication and Professional Practices	3
Professional Elective Options	Total Credits	9
Students pursuing a Bachelor of Arts in Multimedia Design must complete a minimum of 9 elective credits. Elective credits can be earned via any courses offered at or above the 200-level.		
Program Total Credits		125



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Proposed Study Plan - AY 2026 - 2027

First Year							
1 st Semester				2 nd Semester			
Course Code	Course Title	CH	Pre-requisites	Course Code	Course Title	CH	Pre-requisites
ENGL 101	Composition I	3	MGMT 101	ENGL 102	Composition II	3	ENGL 101
ARHG 104/ARHG 101	Arabic for Arabic Speakers/Arabic for Non-Arabic Speakers	3	ENGR 205, ENGR 342	ARHG 106	Modern History of Bahrain	2	ENGR 100
UNSS 101	University Success	1	MATH 260	MATH 115			
CMAD 110	Drawing I	3		CMAD 210	Drawing II	3	CMAD 110
CMAD 111	Basic Design I	3		CMAD 205	Digital Media	3	
XXXX	Arts and Humanities Requirements	3					
TOTAL		16		TOTAL		11	
Second Year							
3 rd Semester				4 th Semester			
Course Code	Course Title	CH	Pre-requisites	Course Code	Course Title	CH	Pre-requisites
ENGL 205	Business Communication	3		CMAD 211	Photography Techniques	3	Completed 45 cr.
ARHG 107	Human Rights	2		DSGN 344	Multimedia Design Studio I	3	CMAD 210, CMAD 212
DSGN 201	Typography	3	CMAD 205	CMAD 331	Video Production	3	Completed 60 cr.
DSGN 221	Introduction to Multimedia	3		DSGN 323	2D Animation and Motion Graphics	3	CMAD 205
CMAD 125	History of Media, Art, and Design	3		CMAD 212	Basic Design II	3	CMAD 111, CMAD 210
XXXX	Natural science lab requirement	1	co-requisite Natural Science				
XXXX	Natural science requirement	3	co-requisite Natural Science lab				
TOTAL		18		TOTAL		15	
Third Year							
5 th Semester				6 th Semester			
Course Code	Course Title	CH	Pre-requisites	Course Code	Course Title	CH	Pre-requisites
CMAD 311	UI/UX Design	3	Completed 45 cr.	DSGN 442	Multimedia Design Studio III	6	DSGN 341
DSGN 352	Multimedia Design Studio II	6	CMAD 331	XXXX	Free General Educa	3	
DSGN 341	3-D Computer Graphics	3	DSGN 323		Major Elective 2	3	
XXXX	Major Elective	3			Professional Elective 1	3	
TOTAL		15		TOTAL		15	
Summer Semester							
Course Code	Course Title	CH	Pre-requisites				
DSGN 405	Multimedia Design Internship	3	86 credits and a minimum of CGPA of 2.00				
TOTAL		3					
Fourth Year							
7 th Semester				8 th Semester			
Course Code	Course Title	CH	Pre-requisites	Course Code	Course Title	CH	Pre-requisites
CMAD 431	Entrepreneurship for Media and Design	3		DSGN 490	Capstone Project	6	90 Credits, CGPA ≥ 2.00, CMAD 401
CMAD 401	Multimedia Research Methods	3		XXXX	Free General Education Elective 3	3	
XXXX	Professional Electives 2	3		XXXX	Major Electives 3	3	
XXXX	Free General Education Elective 2	2					
XXXX	Professional Electives 3	3					
TOTAL		14		TOTAL		12	
						Total	116