

Multimedia Communication

The courses in this track of the Minor focus on producing effective multimedia content for professional audiences. Projects, readings, and class activities give students opportunities to refine their writing skills, learn principles of effective design, exercise their creativity, and gain experience bringing together text, graphics, and other media in the production of print and online documents. Advanced computer skills are not required, but willingness to learn new software is essential.

What do we do in the multimedia communication courses?

The projects in the Multimedia Communication track are flexibly designed to accommodate students from a variety of majors with diverse career plans. Typical projects include:

- Revising and redesigning an ineffective flier, brochure, or other professional document
- Designing a set of professional documents, including business card, letterhead, resume, and logo
- Creating effective text/image combinations for advertisements or other visual forms
- Designing slides for a professional-quality oral presentation
- Researching, writing, and designing an online PDF book
- Writing, designing, and coding a professional online portfolio

Through tutorials, individualized help, and lots of practice, students develop familiarity with a range of software programs, including Microsoft Word and Publisher as well as Adobe Photoshop, Illustrator, and InDesign. They work with programs for editing sound and video and they learn about resources on the Web for designing and producing print and online work. Students also learn the processes involved in creating a website using XHTML and CSS.

Where will students get internships for the Minor?

Writing, design, and software skills are important in a wide range of professional fields. Students do internships with a variety of local publications, businesses, non-profits, and campus organizations; some students also pursue online internships. Here are a few of the places where Multimedia Communication students have had internships: American Lung Association, The Independent, Isla Vista Arts, Lynda.com, MediaTrust, QAD, Santa Barbara Magazine, Santa Barbara Natural History Museum, UCSB Alumni Association.

Recommended courses for the Multimedia Communication track:

- Writing 105M (Multimedia Writing)
- Writing 105G (Grammar & Stylistics)
- Writing 105PS (Writing for Public Speaking)
- Writing 107B (Business and Administrative Writing)
- Writing 107M (Magazine Writing)
- Writing 107P (Writing for Public Relations)
- Writing 107G (Professional Writing for Global Careers)
- Writing 107J (Journalism and News Writing)

Who is the director of this track?

Madeleine Sorapure has been teaching in the Professional Writing Minor since 2006, and she's been teaching in UCSB's Writing Program since 1987. In addition to the three Minor capstone courses, Dr. Sorapure teaches Writing 105M (Multimedia Writing). Her academic research draws directly on her teaching; she has published articles on composing and assessing multimedia, the pedagogical implications of software programs, Web 2.0, information visualization, and digital scholarship, among other topics. For more information visit <http://www.sorapure.net>.