MULTIMEDIA, PHOTOGRAPHY AND DESIGN, MS

Contact

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Faculty

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Program Description

The Multimedia, Photography and Design graduate degree is for students who want to customize their education around their career objectives. The program offers three tracks: Cinematography, Photography, and Graphic Design where students take a foundational and an advanced course in their area of focus. Students then select electives to either deepen that area of expertise or broaden their knowledge base and skill sets into complementary areas. In an effort to work with publications, corporations and non-profit organizations on real-world projects, the program encourages such collaboration among students, faculty and professionals. To augment the emphasis on visual communication, the program also includes communications research, media law, visual communications theory and current business practices. The course work for this program may be completed in 12 or 18 months.

This 37-credit program leads to a Master of Science (M.S.) in Multimedia, Photography and Design.

Admission

A portfolio is required for admission into the Master's program and should be sent separately to Associate Professor Renée Stevens, Chair, Visual Communications Department. Images should be presented on a personal website or through social media channels.

Please send relevant URLs to Professor Stevens at rcsteven@syr.edu. If you do not have some type of portfolio, GRE test scores must be submitted instead.

Student Learning Outcomes

In addition to the comprehensive Newhouse School learning outcomes listed in the school's Educational Mission (https://coursecatalog.syracuse.edu/graduate/public-communications/), students in the Multimedia, Photography and Design program are expected to achieve the following learning outcome:

1. Produce professional quality cinematographic and photographic stories or design work by synthesizing the best practices and current theories of traditional graphic design, still, motion, and emerging media

Program Requirements

Code	Title	Credits
Required Courses		
COM 698	Media Law	3
VIS 601	Photography and Multimedia Fundamentals	3
or VIS 607	Graphic Design Fundamentals	
VIS 602	Essentials for Visual Communicators (This course is taken as three one-credit modules: Advanced Productivity Design or Photography Writing)	3
VIS 619	Project Development: Overview	1
VIS 622	Visual Communications Theory	3
VIS 629	Project Development: Research/Pitch/Writing	2
VIS 639	Advanced Projects	3
or VIS 689	Master's Projects	
VIS 642	Professional Practices for Visual Communicators	3
VIS 669	Portfolio Review	0
Tracks		
Students are required to complete an emphasis that satisfies their individual career goals.		16
Total Credits		**37**

Tracks (16 credits)

Students are required to complete an emphasis that satisfies their individual career goals. Faculty advisors will work with students to select two courses that build a critical understanding in a particular area of interest.

Recommended emphases can include, but are not limited to the following:

- Commercial & Advertising Photography
- Editorial Photography & Photojournalism
- Graphic Design
- Immersive Design
- Motion Design
- Videography

Photography Track

Students in this track are required to take VIS 601 Photography and Multimedia Fundamentals.

Code	Title	Credits
Foundation Course		
VIS 604	Foundations in Camera, Light and Concept	3
or VIS 605	Photographic Storytelling	
Advanced Course		
Select one of the following:		3
VIS 625	Visual Editing and Project Development	
VIS 634	Commercial & Advertising Photography and Multimedia	
VIS 644	Advanced Light and Concept	
Newhouse Electives		
Select 10 credits of electives. Students are encouraged to take VIS 607 Graphic Design Fundamentals to fulfill 3 credits of elective.		10

Graphic Design Track

Students in this track are required to take VIS 607 Graphic Design Fundamentals.

Code	Title	Credits
Foundation Course		
VIS 617	Typographic Design	3
or VIS 647	Motion Design	

Advanced Course

Select one of the following:		3
VIS 627	Type and Image Design	
VIS 657	User Interface and User Experience (UI/UX) Design	
VIS 667	Immersive Design	

Newhouse Electives

Select 10 credits of electives. Students are encouraged to take VIS 601 Photography and Multimedia Fundamentals to fulfill 3 credits of elective.	10

Cinematography Track

Students in this track are required to take VIS 601 Photography and Multimedia Fundamentals.

Code	Title	Credits
Foundation Course		
CIN 613	Cinematography I: Fundamentals	3
VIS 603		3
Advanced Course		
CIN 623	Cinematic Light & Lens	3
CIN 633	Cinematography II: Cinematic Storytelling	3
Newhouse Electives		
Select four credits of electives. Students are encouraged to take VIS 607 Graphic Design Fundamentals to fulfill 3 credits of elective.		4