

RU Interested in . . .

Web Design

AT A GLANCE . . .

Department at RU: Media Studies
Office Location: 188 Porterfield
Telephone: (540) 831-5531
Internet Address: <http://www.radford.edu/~mstd-web>
Faculty Liaison: Dr. Bill Kovarik
College at RU: Arts & Sciences
Degree Type: Bachelor of Arts or Bachelor of Science

CAREER ABSTRACT

Web designers work with all kinds of businesses and institutions to provide information to clients through the World Wide Web. Effective web designers usually combine some graphic arts and computer programming skills with an ability to envision information design. Web designers also need good people skills in order to promote effective communication between the people who need web design services and those who can provide them. Usually, effective Web designers are team players who like to be involved in new media and new opportunities for expression. Since Web design is a relatively new area, interested individuals should be well motivated self-starters, who could help generate business for their organization.

Duties:

- Understand a client's information needs
- Help formulate design of web sites
- Propose and create effective and pleasing graphic designs for web pages
- Guide decisions about domain structures
- Understand and create interactive functions
- Understand and create animations and interactive graphics
- Understand server technology and streaming applications for audio and video
- Understand and use coding and programming in various areas including HTML, CSS, JavaScript, XML, Java, C++, MySQL, and others

Titles:

- Web designer
- Web producer
- Web programmer
- Web editor

Programmer
Interactive graphics designer
Multimedia producer
Web server administrator

Starting Salary Range: \$25,000-\$35,000

QUESTIONS STUDENTS OFTEN ASK

- **What is the job market like?**
Jobs are available for motivated self-starters, who understand the wide range of applications and functions that can be used to advance information and business through new media. Often Web designers can generate their own business and create new work for themselves or their companies.
- **Should I specialize in a particular technology or program language?**
Most students have some deeper knowledge of an aspect of web design, such as the MySQL interface or the use of graphic design in animation; however, the role of the web designer in many situations is to bring experts in various areas together in order to meet client needs. Generalist with good conceptual frameworks for information design can be as important as specialists.
- **What can I do with a concentration in Web Design?**
Positions are available for skilled Web designers in various media organizations, such as newspapers, radio and television stations, web production agencies, and other large businesses and institutions, as well as freelance work.
- **What can I do with a degree in Media Studies?**
The Media Studies Degree gives you the background in the social responsibilities, history and legal and ethical obligations for the production of non-fiction information for various media. The Media Studies core curriculum was created to assure that you will take an educated approach to the skill of designing web pages.

**For an application to Radford University contact the
RU Admissions Office**

Radford University Office of Admissions
Martin Hall
P.O. Box 6903
Radford University
Radford, VA 24142

Phone: (540) 831-5371 or (800) 890-4265
Fax: (540) 831-5038
Internet: <http://www.radford.edu/Admissions.html>
Email: ruadmiss@radford.edu

- **What personal characteristics should I possess to succeed in the field of Web Design?**
Creativity, confidence, perspicacity, a sense of good visual design, an ability to take risks, and team management skills
- **What academic strengths and skills should I possess to be successful in Web Design?**
Computing, writing, graphic design, marketing and psychology.
- **Is there an introductory course or courses you would suggest?**
MSTD 101: Introduction to Media Studies
MSTD 226: Digital Imaging
ITEC 110: Principles of Information Technology
- **Are there specific conditions or requirements that I must satisfy to pursue a degree/career in Media Studies at Radford University?**
Students are expected to maintain a grade point average of 2.0.
- **What experiential opportunities are available for me in this field?**
Working experiences are abundant for talented students. All Web Design concentration majors must take 3 credits of Web Design Practicum and another 3 hours of Internship credit is recommended.
- **What minors or concentrations may enhance my career opportunities in Web Design?**
Computer science, graphic arts, marketing, public relations, and journalism and production technology courses can enhance your career opportunities.
- **What additional graduate, professional study or certification is commonly required in the field?**
An M.A. or M.S. in Computer Science or Communication would be an asset, but employers will often place higher value on practical experience in the early years of any media producer's career.
- **As a new graduate in Web Design, what should I expect to do during the first year of employment?**
Learn to work with web design teams and be creative within a collaborative environment; work with experienced web designers; work with clients to create and test web designs.
- **What is the current employment outlook for Web Design graduates?**
Depending upon the experience and skill level of the web designer, the employment outlook is fairly positive. Nearly every organization needs a web site or improvements on existing web sites.

**Where can I obtain additional information about the field of
Web Design?**

- ▶ RU Department of Media Studies
- ▶ RU College of Information Science and Technology
- ▶ RU Department of Art
- ▶ RU Advising Centers
- ▶ <http://www.radford.edu/~mstd-web>

MEDIA STUDIES SUGGESTED FOUR-YEAR CURRICULUM

WEB DESIGN

Courses in **boldface** type are required for the concentration. Courses in *italics* are recommended electives.

FRESHMAN YEAR

MSTD 101: Introduction to Media Studies
ITEC 110: Principles Information Technology
MSTD 105: Basic News Writing
ITEC 120: Principles of Computer Science

SOPHOMORE YEAR

ITEC 225: Web Programming I
MSTD 226: Digital Imaging (formerly MSTD 325 and 426)
MSTD 326: Web Production

JUNIOR YEAR

MSTD 300: Media History
MSTD 427: Advanced Web and Multimedia
MSTD 484: Web Design Practicum (formerly MSTD 450.04)■

SENIOR YEAR

335: Media and Society
400: Media Law and Ethics
444: Media Management
484: Web Design Practicum (formerly MSTD 450.04)
or 499: Media Studies Internship (formerly MSTD 455)■

★ The Media Studies Department strongly recommends that students consult with their advisors in order to insure that all prerequisites have been fulfilled before attempting to register for required courses in their chosen concentration. ★

■ Web Design students must have completed **MSTD 105, 226, MSTD 326, and MSTD 427** before they can register for **Web Design Practicum**. Web Design concentration students are required to take one semester of **MSTD 484: Web Design Practicum**.

Web Design students **are not required** to take an additional **Web Design Practicum** or **Internship** to fulfill the **Web Design** concentration requirements, but **internships** are **highly recommended**.

Web Design students must complete **three credits of Web Design Practicum** with a grade of **“C”** or better before the department will approve an **internship**.

MEDIA STUDIES DEPARTMENT
Web Design Concentration
2005-2006 Catalog

BS Requirements (6-8 hours)

(Grade/Department/Course Number)

____ _ ()

____ _ ()

Chosen from the following:

The Bachelor of Science degree requires six to eight semester hours

(in addition to the general education requirements) selected

from any of the following: **mathematical science, natural and**

physical sciences, or social and behavioral sciences, in any combination.

BA Requirements (12 hours)

(Grade/Department/Course Number)

____ _ ()

____ _ ()

____ _ ()

____ _ ()

Required Core Courses (12 hours)

Grade/~~Credit Hours~~ ^{When}

MSTD 101 Introduction to Media Studies _____ (3)

MSTD 300 Media History _____ (3)
Prerequisite: MSTD 101

MSTD 335 Media and Society _____ (3)
Prerequisite: MSTD 101

MSTD 400 Media Law and Ethics _____ (3)
Prerequisite: MSTD 101

Required Web Design Concentration Courses (25 hours):

ITEC 110 Principles of Information Technology _____ (3)

ITEC 120 Principles of Computer Science _____ (4)
Prerequisite: ITEC 110

ITEC 225 Web Programming I _____ (3)
Prerequisite: ITEC 120

MSTD 105 Basic News Writing _____ (3)

MSTD 226 Digital Imaging _____ (3)

MSTD 326 Web Production _____ (3)
Prerequisite: MSTD 226

MSTD 427 Advanced Web and Multimedia _____ (3)
Prerequisite: MSTD 326 or MSTD 328

MSTD 482 Web Design Practicum _____ (3)
Prerequisite: MSTD 226, MSTD 326, and MSTD 427

Electives:

Course Number

Course Name

Grade/Credit Hours

Course Number	Course Name	Grade/Credit Hours
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()
_____	_____	____ ()

Total Elective Credit Hours (22 to 28 hours): _____

General Education Credit Hours (50 hours): _____

Media Studies Major Credit Hours (37 hours): _____

Degree Credit Hours (B.S.: 6 to 8 hours or B.A.: 12 hours): _____

Total Radford University Credit Hours (120 hours): _____

Media Studies GPA (2.0 minimum): _____

Radford University GPA (2.0 minimum) : _____

Student Name _____
I.D. Number _____

Date _____
Completed by _____

GENERAL EDUCATION PROGRAM (50 HOURS)
2005-2006 ACADEMIC YEAR
(*denotes required courses)

Area 1: Communication (6-9 hours)
Grade
* _____ ENGL 101 (3)
* _____ ENGL 102 (3) _____ (3)

Area 2: Fine Arts (3-6 hours)
* _____ (3) _____ (3)

Area 3: Health and Wellness (3 hours)
* _____ (3)

Area 4: Humanities (6-9 hours)
Literature (3-6 hours)
* _____ (3) _____ (3)
Philosophy or Religious Studies (3-6 hours)
* _____ (3) _____ (3)

Area 5: International and Intercultural Studies (3-6 hours)
* _____ (3) _____ (3)

Area 6: Mathematical Sciences (6 hours)
* _____ (3)
* _____ (3)

Area 7: Physical and Natural Sciences (8 hours)
* _____ (4)
* _____ (4)

Area 8: Social and Behavioral Sciences (12-15 hours)
History (3-6 hours)
* _____ (3) _____ (3)
**Other Social and Behavioral Sciences (9-12 hours)
* _____ (3) _____ (3)
* _____ (3)
* _____ (3)

Required Courses = (47) + Optional Courses = (3) = 50 Hrs

Courses approved for general education credit are listed on the back of this sheet.

****MUST BE CHOSEN FROM 3 DIFFERENT DISCIPLINES****

COURSES APPROVED FOR GENERAL EDUCATION CREDIT

Area 1: Communication (6-9 hours)

Required (6): ENGL 101 and ENGL 102

Optional (0-3): One of the following courses: MSTD 146, COMM 114, COMM 240, COMM 250

Area 2: Fine Arts (3-6 hours)

Required (3-6): At least one and no more than two of the following courses: ART 111, ART 215, ART 216, ART 366, ART 412, ART 422, ART 424, ART 427, ART 428, ART 462, ART 482, DNCE 111, DNCE 366, DNCE 480, DNCE 481, MUSC 100, MUSC 121, MUSC 123, MUSC 321, MUSC 322, MUSC 366, THEA 100, THEA 110, THEA 180, THEA 366, THEA 375, THEA 376

Area 3: Health and Wellness (3 hours)

Required (3): One of the following courses: FDSN 214, HLTH 111, HLTH 200, RCPT 200, NURS 111

Area 4: Humanities (6-9 hours)

Required (3): One of the following courses: CLSS 210, CLSS 220, ENGL 201, ENGL 202, ENGL 203, FORL 204

Required (3): One of the following courses: PHIL 111, PHIL 112, PHIL 113, PHIL 114, RELN 111, RELN 112, RELN 200, RELN 202, RELN 205, RELN 206

Optional (0-3): One of the following courses: CLSS 110, CLSS 210, CLSS 220, ENGL 201, ENGL 202, ENGL 203, ENGL 314, ENGL 321, ENGL 322, ENGL 323, PHIL 111, PHIL 112, PHIL 113, PHIL 114, RELN 111, RELN 112, RELN 200, RELN 202, RELN 205, RELN 206, FORL 204

Area 5: International and Intercultural Studies (3-6 hours)

Required (3-6): At least one and no more than two of the following courses: ANTH 121, CHNS 101, CHNS 102, CHNS 201, CHNS 202, ECON 340, FORL 100, FORL 109, FORL 200, FORL 209, FORL 210, FORL 309, FORL 409, FREN 100, FREN 101, FREN 200, FREN 210, FREN 300, FREN 320, GEOG 101, GEOG 102, GEOG 280, GRMN 100, GRMN 200, GRMN 210, GRMN 300, GRMN 304, HIST 101, HIST 102, INST 101, LATN 101, LATN 102, LATN 201, LATN 350, POSC 130, PEAC 200, RELN 112, SPAN 101, SPAN 102, SPAN 201, SPAN 202, SPAN 325, SPAN 326, SPAN 335, SPAN 336, THEA 180, WMST 101

Area 6: Mathematical Sciences (6 hours)

Required (6): Two of the following courses, *at least one of which must be in MATH or STAT*: MATH 104, MATH 111, MATH 112, MATH 114, MATH 116, MATH 121, MATH 138, MATH 140, MATH 145, MATH 151, MATH 152, MATH 155, MATH 260, STAT 200, ITEC 100, ITEC 109, ITEC 120

Area 7: Physical and Natural Sciences (8 hours)

Required (8): Any two of the following courses: ASTR 111, ASTR 112, BIOL 103, BIOL 104, BIOL 105, BIOL 111, BIOL 112, CHEM 101, CHEM 102, CHEM 103, CHEM 115, CHEM 120, GEOL 100, GEOL 105, GEOL 106, PHSC 121, PHSC 122, PHYS 111, PHYS 112, PHYS 221, PHYS 222

Area 8: Social and Behavioral Sciences (12-15 hours)

Required (3-6): At least one and no more than two of the following courses: HIST 101, HIST 102, HIST 111, HIST 112

****Required (9-12):**** At least three and no more than four of the following courses, *chosen from at least three different disciplines*: ANTH 121, ANTH 301, ANTH 332, ANTH 411, ANTH 430, ANTH 451, ANTH 471, ANTH 481, APST 200, ECON 101, ECON 105, ECON 106, ECON 295, ECON 309, ECON 311, ECON 340, GEOG 101, GEOG 102, GEOG 103, GEOG 140, GEOG 201, GEOG 202, GEOG 203, GEOG 280, POSC 110, POSC 120, POSC 130, POSC 140, PSYC 121, PSYC 218, PSYC 282, PSYC 317, PSYC 343, PSYC 361, PSYC 381, PSYC 391, SOCY 110, SOCY 210, SOCY 250, SOCY 331, SOCY 334, SOCY 446

***Students may use individual courses to meet only one General Education requirement. Some of the courses listed above have prerequisites. For additional information about General Education, consult the RU Catalog or the General Education web site, www.radford.edu/~gened/. To learn more about the specific courses listed here, see the Catalog or view official course syllabi at www.radford.edu/~academic/syllabi/index.html**

****MUST BE CHOSEN FROM 3 DIFFERENT DISCIPLINES****

MEDIA STUDIES DEPARTMENT CORE AND CONCENTRATION COURSE REQUIREMENTS

Core Courses (Must Be Taken By All Media Studies Majors)			
<p>MSTD 101: Introduction to Media Studies</p> <p>MSTD 300: Media History</p> <p>MSTD: 335: Media & Society</p> <p>MSTD 400: Media Law and Ethics</p> <p>Total Core Credits: 12</p>			
Advertising	Journalism	Production Technology	Web Design
<p>MSTD 173: Introduction to Advertising</p> <p>MSTD 223: Advertising Copywriting</p> <p>MSTD 226: Digital Imaging</p> <p>MSTD 273: Advertising Analysis</p> <p>MSTD 373: Advertising Media Planning</p> <p>MSTD 473: Advertising Production</p> <p>MSTD 483: Advertising Practicum</p> <p><u>And an additional 3 credits of:</u></p> <p>MSTD 483: Advertising Practicum</p> <p>OR</p> <p>MSTD 499: Internship</p> <p>Total Concentration Credits: 24</p>	<p>MSTD 105: Basic News Writing</p> <p>MSTD 205: Beginning Reporting</p> <p>MSTD 226: Digital Imaging</p> <p>MSTD 305: Advanced Reporting and News Writing</p> <p>MSTD 326: Web Production</p> <p>MSTD 406: Specialized Journalism</p> <p>MSTD 481: Journalism Practicum</p> <p><u>And an additional 3 credits of:</u></p> <p>MSTD 481: Journalism Practicum</p> <p>OR</p> <p>MSTD 499: Internship</p> <p>Total Concentration Credits: 24</p>	<p>MSTD 106: Script Writing</p> <p>MSTD 146: Media Performance</p> <p>MSTD 226: Digital Imaging</p> <p>MSTD 246: Basic Audio Production</p> <p>MSTD 346: Electronic Field Production</p> <p>MSTD 347: Video Editing and Effects</p> <p>MSTD 482: Production Technology Practicum</p> <p><u>And an additional 3 credits of:</u></p> <p>MSTD 482: Production Technology Practicum</p> <p>OR</p> <p>MSTD 499: Internship</p> <p>Total Concentration Credits: 24</p>	<p>ITEC 110: Principles of Information Technology</p> <p>ITEC 120: Principles of Computer Science</p> <p>ITEC 225: Web Programming I</p> <p>MSTD 105: Basic News Writing</p> <p>MSTD 226: Digital Imaging</p> <p>MSTD 326: Web Production</p> <p>MSTD 427: Advanced Web and Multimedia Production</p> <p>MSTD 484: Web Design Practicum</p> <p>Total Concentration Credits: 25</p>
Total Credits For Major: 36	Total Credits For Major: 36	Total Credits For Major: 36	Total Credits For Major: 37

Revised February 7, 2005