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Provide learning environments that are real world

Full Sail’s campus is designed to provide students with educational environments that are on par with some of the best production facilities in the world. In these studios, labs, and classrooms, students gain real-world experience with the creative and technical tools employed at all levels of the industry. At the same time, they learn the same production workflow used in film productions, recording sessions, live events, animation and design projects, and in the development of video games, websites, and entertainment business strategies.

Full Sail’s online courses and degrees are driven by a real-world approach that uses current technology to educate and inspire. Through the capabilities of today’s Internet, traditional assignments are complemented by videos, animations, and interactive exercises. Our online learning environment is also built around the concept of connecting you with people – from accessible instructors, to exclusive guest lecturers, to collaboration tools that enable you to meet, share, and receive feedback from your peers.

Whether on campus or online, Full Sail’s goal is to deliver a real-world educational experience that is engaging and exceptional.

Promote professionalism throughout the educational experience

We believe that students should approach their education like professionals because it will increase their chance for success throughout their careers. There are initiatives woven throughout a student’s educational journey designed to instill professional protocol, attitude, and a mindset for creativity and success. These elements are integral to our real-world educational formula, alongside up-to-date curricula, professional settings, immersive projects, and experienced educators.
Our HISTORY

SOME HIGHLIGHTS

Since Full Sail’s inception in 1979, over 36,000 graduates have prepared for careers in the entertainment and media industry. The following highlights some of the highlights of Full Sail’s History as well as that of our graduates.

1979
- Founded in Daytona, Florida
- Full Sail’s website is awarded a National Gold ADDY in the Webby Awards.

1980
- Full Sail moved from its original home in Dayton, Ohio to Orlando, Florida. During the six years that followed, new audio courses were added to the original recording arts offerings until, in 1986, the Recording Arts Comprehensive Program was introduced. In 1988, a new curriculum with a focus on the visual arts was born — the Video and Film Production Comprehensive Program. In July 1989, Full Sail moved into its current home in Winter Park, Florida (a suburb of Orlando) which has since expanded into a 100+ studio multimedia campus.

1990
- August 1990 marks a milestone in history when Full Sail received accreditation allowing students to earn Associated’s Degree upon successful completion of the curriculum in the Recording Arts and/or Film and Video Production Programs. A third specialized Associate’s Degree in Digital Media was launched in March 1993 — this addition marked Full Sail’s entrance into the field of interactive media.

1993
- Full Sail launches its first online degree program — an online version of the Game Design Specialized Associate’s Degree. The launch of this first online degree was years in the making, and saw the school build a proprietary online learning platform from the ground up.

1995
- In March 1995, Full Sail launched a new Bachelor of Science Degree Program. The launch of this first online degree was years in the making, and saw the school build a proprietary online learning platform from the ground up.

1996
- In June 2007, Full Sail launched its first Master of Science Degree in Music Technology and Recording Industry. Full Sail subsequently launched its first Doctoral of Musical Arts in Music Business in 2010. Throughout the world, Full Sail graduates are employed in music recording, film production, video production, animation, concert design, web development, concert sound, concert lighting, postproduction, game design, music, interactive title development, graphics design, virtual reality and simulation, entertainment companies, and worldwide corporations. Hundreds of media businesses have been built and GRAMMY, Emmy, Addy, and Recording Industry Association of America (Gold and Platinum Record) awards have been earned by numerous alumni. In addition, 2005 marked the first graduate to ever be nominated for an OSCAR.

1997
- March 1997 marked the birth of Full Sail’s first online degree program — the Entertainment Business Bachelor of Science Degree Program. The launch of this first online degree was years in the making, and saw the school build a proprietary online learningplatform from the ground up. In December 2007, Full Sail launched a new on-campus degree program — the Entertainment Business Bachelor of Science Degree Program. In addition, the Game Development and Show Production & Touring Programs were modified and approved to be offered as Associate of Science Degrees.

1998
- Another milestone was achieved in August 2005 when three more new programs were introduced — the Game Design and Show Production & Touring Programs. The launch of this first online degree was years in the making, and saw the school build a proprietary online learning platform from the ground up.

1999
- In March 2008, Full Sail launched two additional online degree programs — the Education Media Design & Technology Master of Science Degree and the Entertainment Business Bachelor of Science Degree.

2000
- In May 2008, Full Sail launched a new on-campus degree program — the Design & Development Bachelor of Science degree.

2001
- In 2001, Full Sail was awarded a National Gold ADDY in the Webby Awards for Best Website — Audio Magazine.

2002
- In 2002, Full Sail was awarded a National Gold ADDY for Best Website — Audio Magazine.

2003
- In 2003, Full Sail was awarded a National Gold ADDY for Best Website — Audio Magazine.

2004
- Full Sail was awarded a National Gold ADDY in the Flash Website category.

2005
- In 2005, Full Sail was awarded a National Gold ADDY for Best Website — Audio Magazine.

2006
- In 2006, Full Sail was awarded a National Gold ADDY for Best Website — Audio Magazine.

2007
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2015
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2016
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2017
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2018
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2019
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2020
- In 2020, Full Sail was awarded a National Gold ADDY for Best Website — Audio Magazine.

2021
- In 2021, Full Sail was awarded a National Gold ADDY for Best Website — Audio Magazine.

2022
- In 2022, Full Sail was awarded a National Gold ADDY for Best Website — Audio Magazine.

2023
- In 2023, Full Sail was awarded a National Gold ADDY for Best Website — Audio Magazine.

2024
- In 2024, Full Sail was awarded a National Gold ADDY for Best Website — Audio Magazine.
The Campus, The Facilities, The Equipment

The Full Sail Campus is located in Winter Park, Florida (a suburb of Orlando). A number of multimedia complexes specifically designed to house 110+ studios/production suites as well as classrooms, administrative offices, conference rooms, a media center, and other support facilities are located on a 210-acre campus.

Campus Landmarks

1. Full Sail Live
2. Welcome Center
3. The Hang R - Campus Store
4. Dubbing Stage
5. Studios A & B
6. The Virtual Set
7. Digital Arts & Graphic Design Facilities
8. Soundstages 1A, 1B, & 1C
9. Park/Walkway
10. FSNET Message Center
11. Full Sail Studios Gateway
12. Live Venue
13. Blackmoor Game Studio & Audio Temple Recording Studio
14. EB Center/Hall of Fame
15. The Backlot
16. Game Development Building
17. Mix Palace
18. Water Tower
19. Library
20. Soundstages & Labs
21. Web/Design & Development Building
22. Fab Lab & VR/AR Lab
23. Film Center
24. 3D Arts Center
25. The Treehouse
26. Career Development
27. Full Sail Live 3

Full Sail Studios

The custom-built, 2.2-acre Full Sail Studios encompass the multipurpose Full Sail Live venue, a flagship recording studio, a complete game production studio, and an outdoor plaza courtyard.
Game Development Labs

These labs are specifically designed to provide a focused and flexible environment for Game Development students as they plan, program, and produce their custom-designed video game projects.

The Gaming Lab

This room houses 44 workstations, each equipped with QTY 44 HP Z210 workstations w/ 22” LCDs. Students use these machines to further their knowledge of workstation architecture, system performance, and configurations, as they develop, test, and refine their final video game projects.

The Mac Animation Labs

These five dedicated animation labs feature a total of 72 Apple Mac Pro quad-core workstations connected to network storage and paired with high-definition displays. The key software packages utilized are Autodesk Maya and The Foundry Nuke, as instructors introduce students to 3D modeling, animation concepts, compositing, and demo reel assembly.

The Hewlett-Packard xw6400 Lab

This lab features 24 Hewlett-Packard xw6400 dual-Xeon processor workstations optimal for high-level visual effects animation and rendering. Each workstation is equipped with DVD burning capabilities, a Wacom tablet, 20” LCD display, and is connected to a 50-node I/OBoxx rendering system. Each station is also outfitted with industry-standard software including Autodesk Maya, and Adobe Photoshop CS5.

The Final Project Lab

In this lab, students execute their final animation projects on some of the school’s most powerful graphic workstations – quad-core Apple Mac Pros connected to network storage and equipped with DVD burners, Wacom tablets, and dual Samsung 24” LED backlit LCD screens, as well as software including Autodesk Maya, Quicktime Pro, Adobe Photoshop CS5, and Adobe After Effects.

Motion Capture Studio

This impressive lab features 24 Motion Analysis Eagle RealTime motion capture cameras, linked to two high-end Hewlett-Packard workstations used to capture and render actor movement in real time, with the output projected onto a 28’ curved screen. Students in this lab create real-time motion capture movements by using a bodysuit with sensors, then view a rendering of those motions applied to a character designed in a 3D application.

The Mac Audio Lab

The Mac Audio Lab is a multi-station environment where students take part in 100-level Avid Pro Tools Operator Certification training, software synthesis, and other digital audio techniques. Each Apple Mac Pro workstation features Avid Pro Tools 002, Korg and EMU sound module systems, a M-Audio Radium 49 MIDI controller, a Lexicon sound processor, and an array of industry-standard plug-ins.
Suites & Labs

The Avid Media Composer Lab
This lab houses eighteen Hewlett-Packard Z400 digital editing workstations equipped with Avid Media Composer 6. They are capable of compression choices from 20:1 to 1:1 using high-quality Avid codecs, known in the industry for stunning image quality even at high compression settings. Each Avid system has a powerful set of titling, graphics, compositing, and audio features, and is equipped with dual 22” HP LCD screens.

The Avid Media Composer Nitris DX Labs
Each of these two labs features six digital editing systems that allow students to edit 35mm film footage with a full array of unsurpassed professional editing tools. Media Composer 6 features high performance real-time capabilities including 3D effects, titles, and graphics. Each Hewlett-Packard Z800 workstation is equipped with a Blu-Ray burner, dual 22” HP LCD screens, and a 24” JVC reference monitor. Students also utilize graphic software like Adobe After Effects and Photoshop to finish their projects.

The Avid DS Nitris Labs
Avid DS Nitris is the ultra high-performance standard definition and high-definition finishing and mastering system. Each of these six-station labs offers students the chance to experience the highest standard of nonlinear editing, special effects, and image treatment.

The Pro Tools Post-production Lab
This Pro Tools lab supports workstations and mastering labs for the Recording Arts Department, and trains students in professional post-production techniques and tools, using Pro Tools LE with the Avid D03 interface. The systems are driven by 2.66 Ghz Dual-Core Mac Pro workstations with 4GB RAM, and the lab features extensive sound effects libraries for students to build their projects.
The Backlot
Full Sail’s professional Hollywood-style Backlot is comprised of multiple outdoor locations designed to expand students’ storytelling capabilities, giving them flexibility and creative range for student projects. The Backlot features such iconic locations as the Seattle Fish Market, New Orleans’ French Quarter, and New York City’s brownstones, as well as general locations like a gas station, multiple urban and suburban storefronts, and even a studio water tower.
Campus & Facilities

The Film Center
Full Sail’s Film Center is designed to be a complete motion picture production facility, giving students the tools and space to turn scripts and storyboards into feature films. The building houses workshops for constructing sets as well as a complete array of lighting and grip equipment, and thousands of feet of open soundstages for building sets of varying size and complexity.

The Film Center also features amenities like a green room and casting areas for talent as well as student areas for relaxing and networking during downtime.

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Film/Video Soundstages & Equipment

HD Studio
The High-definition (HD) Studio features a complete HD environment for Full Sail Film students. This lab features Sony HDC-1000 TV Studio cameras, Sony HDW-F730 HD field cameras, a Sony MP5-2000 HD switcher, and Sony HDW-M2000 HD decks. Students in this lab learn television lighting and sound, teleprompter operation, jib control, and more.

The Soundstages
Full Sail’s 10 soundstages are professionally equipped for film and digital production and are complemented by working scenic/carpentry shops, prop areas, and lighting and grip departments.

Film & Digital Cameras
The cameras used for production in the soundstages and on location include an Arricam Studio 35mm camera, two Arricam 235 35mm cameras, Arricam Lite 35mm film camera, four Arriflex SR3 16mm film cameras, Arri 416 16mm cameras, the Sony NXFS100, 20 Panasonic AG-HVX200 HD camcorders, and 10 Sony PMWEX1 HD camcorders.

Lighting/Grip Equipment
The lighting and grip department features a full complement of equipment for soundstage and location shoots, including Matthews and American Grip lighting/grip equipment, HMI Daylight instruments, and Mole-Richardson, Arri, and LTM quartz lighting packages. Additional grip equipment includes 14’ extendable Chapman Nike cranes, and Super Pee-Wee dollies and dollly track systems.
FULL SAIL UNIVERSITY

CAMPUS & FACILITIES

Recording Labs & Studios

The Analog Mix Lab
This unique 12-station learning environment allows students to work one on one with a 32-input Audient ASP824 analog recording console, using a Mac computer running Logic Pro as the record and playback device for the lab. Each station includes a patchbay, CD recorder, and a full complement of outboard signal processors from Lexicon, TC Electronic, dbx, and other respected manufacturers.

The Avid Pro Tools Labs
These two multi-workstation environments each feature 12 Pro Tools|HD-2 Acel digital audio workstations paired with Avid Control 24 digital work surfaces. Each workstation is built around quad-core Mac Pro computers and a PreSonus processor, and includes peripheral equipment from manufacturers such as Korg. In these labs, students explore digital hard-disk recording, editing, mixing, and MIDI integration.

The Digital Mix Labs
These advanced learning environments allow students to work one-on-one with the SSL Matrix analog/digital audio console using 24 tracks of audio from Apple Logic Pro with Avid Control 24 and a networked 48-input Avid Pro Tools HD digital audio workstation, and a Studer A827 analog multi-track recorder and the Ultimation moving fader automation system. This studio is equipped with a networked Avid Pro Tools HD digital audio workstation and a Studer A827 analog multitrack machine. Studio A is also home to an extensive collection of signal processing equipment from TC Electronic, Lexicon, Tube-Tech, dbx, and others.

The MIDI Lab
The MIDI Lab is home to quad-core Mac Pro workstations which are equipped with M-Audio Profire 2626 interfaces. The facility also features Korg Triton modules, Roland Fantom X6 keyboards, PreSonus 2000 modules, and AKAI MPC 2500 beat production stations – plus Logic Pro, Korg Legacy software, Steinberg Hallion software, and more.

The Mix Palace
This unique recording environment, equipped with quad-core Mac Pro workstations, provides students with 24 individual one-on-one audio production suites consisting of:

12 Post-production Suites
This multi-room lab allows students to work with the same gear found in Full Sail’s Post Production Suites. In this lab, each student commands their own 5.1 Surround Pro Tools I/O System, with a host of industry standard plug-ins. Each suite is networked to an Avid Unity media server, allowing for streamlined media management during post-production sessions.

12 Music Suites
This section of the Mix Palace features 12 mini-mix suites, allowing students to get one-on-one in a professional studio environment. Each suite features a SSL AWS900 plus X-Rack Dynamics Rack with Pro Tools HD, a 22” LCD screen, a Dynaudio speaker system, Apogee converters, and a full patchbay connected to outboard audio processors from companies like dbx, UA, Manley, Aphex, Drawmer, Summit Audio, TC Electronic, Lexicon, Yamaha, and Eventide.

The PC Audio Lab
This room supports the Music Theory, Songwriting and Producing and Arrangement classes. It runs Avid Sibelius plus other apps for teaching students about theory, composition and arrangement.

Posting Suites 3, 4, 5, & 6
Suites 3, 4, 5, and 6 are identical quadruplets, with each room featuring new Hewlett Packard 2800 workstations, a 32-fader Avid ICON digital work surface with AV Option installed. The ICONs are interfaced to networked Pro Tools HD digital audio workstations and paired with JBL LSR Series 5.1 speaker systems, isolation booths, and HP 24” LCD screens – making these suites ideal for audio post-production work.

Studio A
A network of several professionally designed recording areas, Studio A is a world-class recording facility built around a 72-channel, 144- input Amek 9090i console with Supertrue 4 automation and Recall. This studio is equipped with a networked Avid Pro Tools HD digital audio workstation, and a Studer A827 analog multitrack machine. Studio A is also home to an extensive collection of signal processing equipment from TC Electronic, Lexicon, Tube-Tech, dbx, and others.

Studio B
Another 72-Channel, 144-input Avid 9090i console resides in this room. Designed by the legendary Rupert Neve, this console is a respected benchmark. Outfitted like Studios A and B, with multiple recording and processing options, this room allows students to learn signal flow and automation in an environment that is the equal of many professional recording studios. Record to and playback from Apple Logic Pro or Pro Tools on Mac Pro workstations with Apogee DA16x and AD16x converters.

Studio D
Studio D is home to another SSL SL9000 recording console, a longtime industry standard for large format console technology. Outfitted like Studios A and B, with multiple recording and processing options, this room allows students to learn the operation of the console and its automation system. Record to and play back from Apple Logic Pro or Pro Tools on Mac Pro workstations with Apogee DA16x and AD16x converters.

Suites 1 and 2
Suites 1 and 2 provide students with a professional production environment built around fully featured 36-channel, 80-input Audient ASP824 analog consoles. The consoles will also feature 24-track routing and 14 auxiliary busses, making these suites ideal for overdubbing, mixing, recall, and computer automation.
Virtual Set
This unique lab allows students to combine live footage with virtual sets previously created in a 3D application, all while working in real time with Sony HD video cameras, a Telemetrics camera control system, Ultimatte digital keying/compositing system, and Final Cut Pro.

The Dubbing Stage
Full Sail’s Dubbing Stage is Dolby® certified, and is a fully functional, professionally designed post-production facility where student interns work with instructors to learn the intricacies of the post-production process. It’s in this environment that all of a film’s audio – from dialogue and sound effects to music – meets the final cut of the film.

With high-definition video and 35mm projectors, a Harrison MPC 3-D mixing desk, multiple Pro Tools HD systems, theater seats for private screenings, and an Oscar®-winning JBL theater surround sound system, this room is fully capable of handling the re-recording mixing for a major motion picture.
Live Performance Venues & Labs

**,Full Sail Live Venues**

These four performance venues are optimized for teaching virtually every aspect of modern-day live production, including sound reinforcement, computerized and conventional lighting systems, acoustical measurement, equipment maintenance, installation for home theater and corporate boardrooms, and video production. Students working in these rooms utilize audio consoles from DiGiCo, Midas, Yamaha, Soundcraft, and Avid; sound systems from JBL, EV, Dynacord, EAW, and Meyer Sound; computerized lighting systems from Martin, Vary Lite, High End Systems, and MA Lighting; acoustical measurement systems from Meyer Sound, TEF, Smaart, and EASE; and video equipment from Sony, Pioneer, Christie, and Panasonic.

**,The Show ProductionCAD Classrooms**

Full Sail Live 1 and 2 each feature an independent CAD classroom designed for maximum flexibility. Full Sail Live’s CAD classroom is outfitted with 30 computer workstations, each featuring software including Smaart Live V6, WinSpeakers, EZ edit, EASE, and VectorWorks – as well as Microsoft Office, Adobe Photoshop, and Adobe Illustrator for students’ general layout demands. Full Sail Live 2 features a CAD classroom featuring another 18 computer workstations with much of the same software – this classroom is often open to students for independent study and research.

**,The Simulcast Suite**

The Simulcast Suite functions as the digital multitrack record room for capturing live performances and event presentations from the main hall of Full Sail Live. The suite is outfitted with a Avid VENUE D-Show digital mixing console and a host of outboard processors. Digital audio recording and file management is accomplished by utilizing Avid Pro Tools and a 7TB Apple Xserve RAID system.

**,Video Switching & Broadcast Audio Suites**

The Video Switching & Broadcast Audio Suites function as the main control center for all in-house productions at Full Sail Live, such as live labs and special events. The Video Switching Suite employs a 16-input Sony MFS2000 switcher, SONY DXX D500 broadcast camera package, Leitch NEO Suite View LCD display system, and multiple-format Sony and Pioneer record and playback machines, with a Grass Valley IDR digital video recorder that enables video file storage and transfer.

The Broadcast Audio Suite includes a Midas Legend 3000 audio console, outboard processors including Lexicon, DBX, and TC Electronic, as well as a JBL LSR audio monitor system. Guest lectures and events are supported by Christie DW6K and JVC D-ILA GA20 projectors and JVC plasma displays, giving each production a professional approach. In addition, this suite provides for RTS broadcast-style communications training.

**,The Digital Audio Lab**

This lab allows students to learn digital audio console engineering using the DiGiCo SD7 and SD8, as well as Avid VENUE digital consoles. The lab is networked to the main performance stage at Full Sail Live and can be used for live tracking and mixdown.
Entertainment/Music Business Center

As the central hub for Full Sail’s business degree programs, the Entertainment/Music Business Center is a unique and creative atmosphere for future professionals and entrepreneurs. The building was designed to meet the needs of our business students with multiple classrooms, boardrooms for group meetings, and an auditorium for professional presentations.

The Entertainment/Music Business Center also features wireless Internet access, several common areas for impromptu business meetings, and a café.

Full Sail Studios: Recording Studio

With its carefully crafted acoustical environment, this flagship recording studio serves as a full-featured audio recording environment for students and professionals alike. Guests are able to view the recording process through the oversized, acoustically treated windows that line the hallways of the building.
3D Arts Center
The 3D Arts Center provides a creative environment for Full Sail’s visual artists and animators. With traditional art studios and labs that feature powerful computer workstations, this building allows students to develop their animation projects in an inspirational and welcoming environment.

The collaborative atmosphere is ideal for artists to work together on projects, trade animation tips, or simply build relationships with like-minded people. In addition, the walls of the 3D Arts Center are covered with student-created artwork and sculptures, as well as framed examples of professional projects created by Full Sail graduates.

Full Sail Studios: Game Production Studio
The Game Production Studio is a primary environment for game development teams at Full Sail. This dedicated facility features areas specifically designed for audio, graphics, and technical development, a game console timeline (complete with vintage hardware), and a VIP graffiti wall. The building also features student amenities like common areas and game testing rooms for unwinding between classes.
The goal of the Audio Production Bachelor of Science degree program is to prepare you for entry-level industry positions in the recording and audiovisual communications industry, such as remote recording engineer, music editor, assistant engineer, sound designer, and mix engineer. With a focus on computer-based, project studio production, you will gain the ability to record and mix audio for music projects, games, new media, video, television, and film. Upon completion of the program, you will also be equipped with the knowledge and skills necessary to become an independent audio professional.

In addition to these academic aims, the curriculum of this program was designed to develop your critical-thinking and listening skills as well as creative problem-solving abilities to support lifelong learning and to help you sustain a long and productive professional career in the recording industry.

The goal of the Audio Production Associate of Science degree program is to prepare you for entry-level industry positions in the recording and audiovisual communications industry, such as remote recording engineer, music editor, assistant engineer, sound designer, and mix engineer. With a focus on computer-based, project studio production, you will gain the ability to record and mix audio for music projects, games, new media, video, television, and film. Upon completion of the program, you will also be equipped with the knowledge and skills necessary to become an independent audio professional.

In addition to these academic aims, the curriculum of this program was designed to develop your critical-thinking and listening skills as well as creative problem-solving abilities to support lifelong learning and to help you sustain a long and productive professional career in the recording industry.

Audio Production
Undergraduate Degree Program - Online

ASSOCIATE'S OBJECTIVE
The goal of the Audio Production Associate of Science degree program is to prepare you for entry-level industry positions in the recording and audiovisual communications industry, such as remote recording engineer, music editor, assistant engineer, sound designer, and mix engineer. With a focus on computer-based, project studio production, you will gain the ability to record and mix audio for music projects, games, new media, video, television, and film. Upon completion of the program, you will also be equipped with the knowledge and skills necessary to become an independent audio professional.

The Audio Production curriculum features courses that encompass listening skills, production and vocal techniques, audio postproduction, and advanced editing and mixing skills. The Audio Production degree program also has foundational courses focusing on college mathematics, professional writing, and art history. Project and portfolio courses are threaded throughout each program and provide you with a relevant and comprehensive project-based learning experience that is developed throughout your academic journey. Career-development modules are also woven throughout the curriculum to provide you with systematic opportunities to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will assist you with your transition into the entertainment and media industries.

In addition, a team of Career Development professionals will be available to help you polish your interviewing skills and résumé and get you ready to enter the job market. Not only will our Career Development advisors and services be available to you while you are a student, but they will also provide you with support and assistance throughout your career.

BACHELOR'S OBJECTIVE
The goal of the Audio Production Bachelor of Science degree program is to prepare you for entry-level industry positions in the recording and audiovisual communications industry, such as remote recording engineer, location audio recordist, project studio engineer, music editor, and mix engineer. With a focus on computer-based, project studio production, you will gain the ability to record and mix audio for music projects, games, new media, video, television, and film. Upon completion of this program, you will also be equipped with the knowledge and skills necessary to become an independent audio professional.

In addition to these academic aims, the curriculum of this program was designed to develop your critical-thinking and listening skills as well as creative problem-solving abilities to support lifelong learning and to help you sustain a long and productive professional career in the recording industry.

ASSOCIATE'S TOTAL CREDIT HOURS: 120
ASSOCIATE'S TOTAL WEEKS: 116
BACHELOR'S TOTAL CREDIT HOURS: 120
BACHELOR'S TOTAL WEEKS: 116

ASSOCIATE'S TOTAL WEEKS: 60
BACHELOR'S TOTAL WEEKS: 64

FULL SAIL UNIVERSITY    DEGREE PROGRAMS

Audio Production
Undergraduate Degree Program - Online

Chronological Course Schedule by Months

<table>
<thead>
<tr>
<th>MONTH CODE</th>
<th>COURSE NAME</th>
<th>CREDIT HOURS</th>
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<tbody>
<tr>
<td>20</td>
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<td>21</td>
<td>APR4404 Vocal Techniques</td>
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Audio Production
Undergraduate Degree Program - Online

Chronological Course Schedule by Months

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<tr>
<th>MONTH CODE</th>
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<td>CAR4014 Career Module V: Job Interview</td>
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BACHELOR'S TOTAL CREDIT HOURS: 120
BACHELOR'S TOTAL WEEKS: 116
ASSOCIATE'S TOTAL CREDIT HOURS: 60
ASSOCIATE'S TOTAL WEEKS: 64
The Business Intelligence master of science degree program prepares students for careers in Big Data, including business analysts, data warehouse administrators, and consultants. Business Intelligence master of science students receive graduate-level instruction that develops the technical, business, and analytic competencies necessary to inform effective organizational decision making. Graduate courses in data management, qualitative analysis, and business intelligence technologies introduce core knowledge and skills through a series of interconnected learning experiences. Students further develop key technical and analytical skills in courses that address topics such as data mining methodologies, pattern recognition and analysis, and process modeling. As they complete the program, students will refine their critical thinking and communication skills by examining a variety of real-world business challenges, through advanced lessons in data visualization, creative reporting, case studies, project management, and leadership development. Each course will develop the student’s academic research skills, tools, and methodologies as students learn how to utilize academic research for a variety of contexts and learning activities. Throughout the program, students will develop their capstone thesis project focusing on building a data warehouse, which they will deliver in the final month of the degree.

MASTERS OBJECTIVE

Today’s businesses have access to a vast amount of information that can be utilized to improve their products and services, make their companies run more effectively, and transform their business. As such, utilizing Big Data to make informed business decisions is a rapidly growing trend for businesses around the world. The objective of the Business Intelligence master of science degree program is to prepare students to collect, manage, analyze, interpret, and communicate this information for the improvement of specific business processes and to inform business decisions. This goal will be accomplished by providing students with the knowledge, skills, and abilities necessary to effectively utilize data for the improvement of business results. It will also be accomplished through project-based learning activities and guided academic research applications, which will enable students to use the appropriate tools and technologies for data management, analysis, visualization, and communication.

Cloud Technologies Undergraduate Degree Program - Campus & Online

The Cloud Technologies curriculum introduces you to concepts surrounding the virtualization of systems and networks as well as the emerging technologies used to handle and deliver media-rich information to individuals, businesses, and institutions around the world. This program provides you with a comprehensive understanding of cloud architecture, the communication and storage of information, and how to manage systems through project plans and industry best-practices. You will study computing architecture, information storage, and systems administration, and then implement these concepts through comprehensive, hands-on projects where you will design and build solutions in a collaborative environment modeled on real industry workflows. As a result, you will learn how to implement private, public, and hybrid clouds, how to securely interconnect and distribute information through various networks, and how to scale, administer, and manage systems.

In the Cloud Technologies curriculum, hands-on projects are implemented through a series of project and portfolio courses that are threaded throughout the program’s curriculum. These courses are dedicated to providing you with an extensive and comprehensive project-based learning experience throughout your academic journey. With career development modules woven throughout the curriculum, the Cloud Technologies curriculum also provides you with systematic opportunities to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will assist you with the transition into the entertainment and media industries.

To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and resume. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

OVERVIEW

The Business Intelligence master of science degree program prepares students for careers in Big Data, including business analysts, data warehouse administrators, and consultants. Business Intelligence master of science students receive graduate-level instruction that develops the technical, business, and analytic competencies necessary to inform effective organizational decision making. Graduate courses in data management, qualitative analysis, and business intelligence technologies introduce core knowledge and skills through a series of interconnected learning experiences. Students further develop key technical and analytical skills in courses that address topics such as data mining methodologies, pattern recognition and analysis, and process modeling. As they complete the program, students will refine their critical thinking and communication skills by examining a variety of real-world business challenges, through advanced lessons in data visualization, creative reporting, case studies, project management, and leadership development. Each course will develop the student’s academic research skills, tools, and methodologies as students learn how to utilize academic research for a variety of contexts and learning activities. Throughout the program, students will develop their capstone thesis project focusing on building a data warehouse, which they will deliver in the final month of the degree.

Masters Objective

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ASSOCIATE'S OBJECTIVE

Today’s information-technology professionals require a significant depth and breadth of both knowledge and skills to compete in the growing and dynamic field of cloud computing. In addition to gaining a foundational understanding of virtualizing systems, networks, and storage, you will understand how to create software-defined data centers that leverage this technology. The goal of the Cloud Technologies Associate of Science degree program is to prepare you for this field by developing your ability to virtualize information via distributed networks and the cloud. Upon completion of this program, you will be prepared for entry-level positions as server administrators, network administrators, application-systems specialists, hardware technicians, technical trainers, and a variety of other positions in the entertainment, media, and information technology industries.

BACHELOR'S OBJECTIVE

Today's information-technology professionals require a significant depth and breadth of both knowledge and skills to compete in the growing and dynamic field of cloud computing. In addition to gaining a foundational understanding of virtualizing systems, networks, and storage, you will understand how to create software-defined data centers that leverage this technology. The goal of the Cloud Technologies Bachelor of Science degree program is to prepare you for this field by developing your ability to virtualize information via distributed networks and the cloud. The mission of the Cloud Technologies Bachelor of Science degree program is to prepare you for entry-level positions in the information-technology field with the expertise to define and develop the virtualization and interconnection of data, media, and applications.
### Cloud Technologies

**Undergraduate Degree Program - Campus & Online**

**Campus**

**Chronological Course Schedule by Months**

<table>
<thead>
<tr>
<th>MONTH CODE</th>
<th>COURSES</th>
<th>CREDIT HOURS</th>
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<tbody>
<tr>
<td>1</td>
<td>GEN1511</td>
<td>Creative Presentation</td>
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<td>System Scripting Fundamentals</td>
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<td>CTI1091</td>
<td>Introduction to Virtualization Security</td>
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<td>Database Systems</td>
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<td>CTI1004</td>
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<td>Systems Performance and Capacity Management</td>
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<td>Data Storage Systems</td>
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<td>Cybersecurity and the Web</td>
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<td>46</td>
<td>CTI1014</td>
<td>Resume Writing</td>
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</table>

**Bachelor’s Total Hours: 120**

**SCHEDULED TOTAL CREDIT HOURS:**

| ASSOCIATES TOTAL CREDIT HOURS: | 60 |
| ASSOCIATES TOTAL WEEKS: | 80 |

### Computer Animation

**Undergraduate Degree Program - Campus & Online**

**Overview**

The Computer Animation curriculum is centered on real-world production processes. From storyboarding, sketching, and visual development to modeling, character animation, and final composting, this Computer Animation curriculum takes you through the entire production pipeline. Our programs start by familiarizing you with the art concepts behind animation, drawing, sculpting, and other traditional forms of expression, which are essential parts of getting your art onto the computer. You will also learn the foundational principles behind computer-generated models, characters, animation, and composting. Then you will apply those principles when developing films, TV shows, commercials, and games. By using the same hardware and software as professional animation studios, you will gain the skills you will need when you embark on your career. You will also have courses focusing on physical science, psychology, communication skills, and how to prepare yourself for the animation industry.

The Computer Animation curriculum offers project and portfolio courses that are threaded through each program’s curriculum. Project and portfolio courses are threaded throughout each programs curriculum and provide you with a relevant and comprehensive project-based learning experience that is developed throughout your academic journey. Career-development modules are also woven throughout the curriculum to provide you with systematic opportunities to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will assist you with the transition into the entertainment and media industries.

To help you move toward your desired career, our Career Development department has a team of professionals who will help you polish your interviewing skills and resume. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

**Associate's Objective**

Our goal is to provide you with the focused knowledge and understanding of 3-D modeling and digital animation needed to qualify for such entry-level industry positions as scene builders, character artists, technical directors, motion animators, texture artists, lighters, and renderers. Besides the program’s strong 3-D computer graphics focus, you will build other skills in peripheral media and complete digital courses that will enhance your opportunities in related fields.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that will contribute to lifelong learning and provide you with tools to help sustain a long and productive professional career in the entertainment and media industries.

**Bachelor’s Objective**

Our goal is to provide you with the focused knowledge and understanding of 3-D modeling and digital animation needed to qualify for such entry-level industry positions as scene builders, character artists, technical directors, motion animators, texture artists, lighters, and renderers. Besides the program’s strong 3-D computer graphics focus, you will build other skills in peripheral media and complete digital courses that will enhance your opportunities in related fields.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that will contribute to lifelong learning and provide you with tools to help sustain a long and productive professional career in the entertainment and media industries.
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**ASSOCIATE'S TOTAL CREDIT HOURS:** 120
**ASSOCIATE'S TOTAL WEEKS:** 80

**BACHELOR'S TOTAL CREDIT HOURS:** 116
**BACHELOR'S TOTAL WEEKS:** 60

**TOTAL CREDIT HOURS:** 47
**TOTAL WEEKS:** 47

OVERVIEW

The demand for creative writers in all types of entertainment media genres has never been so high. The ability to tell a story through the use of words and images and distribute narratives through a variety of media formats are now standard skills required of creative writers in production companies in the entertainment media industry. Professional writers are needed to craft compelling stories and write elements that will captivate today’s demanding media clients, consumers, and audiences.

There are tremendous opportunities for creative writers, and the Creative Writing Master of Fine Arts Degree Program will provide students the opportunity to not only perfect their script, screen, and story writing abilities but also to incorporate visual storytelling, narrative situations, character creation and development, and storyboarding elements into their writing projects. In addition, students will further develop leadership, project management, and research skills; sharpen their technical prowess; conduct and utilize industry research; and ultimately market their final creative writing masterpiece. The degree program equips students with the knowledge and tools necessary to be successful creative writing professionals in the fast-paced world of the entertainment media industry.

Full Sail University’s Career Development department will be on hand to provide support and guidance as students launch their career searches in the field of creative writing. The assistance of this department is extended to Full Sail graduates for the length of their careers.

MASTERS' OBJECTIVE

The objective of the Creative Writing Master of Fine Arts Degree Program is to provide students with a focused knowledge and clear understanding of visual storytelling, narrative structures, multimedia terms and genres, character creation and development, writing for games, and script analysis and criticism, and script editing for a variety of niches and distribution methods in the entertainment media industry. This knowledge will equip students with the ability to create compelling stories and writing elements, and enable them to ultimately market their creative masterpieces. The Creative Writing Master of Fine Arts Degree Program will also further develop and strengthen students’ leadership, project-management, and research skills necessary for the development and execution of creative writing projects. Completion of the Creative Writing Master of Fine Arts Degree Program will enable graduates to continually meet the high demand for creative writers and qualify them for professional creative writing careers in the entertainment media industry.
Creative Writing for Entertainment
Undergraduate Degree Program - Campus & Online

OVERVIEW
As new digital channels for media emerge in the entertainment industry, there is an increasing demand for creative writers who can extend a compelling story across multiple platforms. The Creative Writing for Entertainment curriculum provides you with the opportunity to not only perfect your story-writing abilities but also allows you to understand and implement the transmedia approach that is necessary in today’s entertainment industry. Whether the final delivery channel is a movie theater, television screen, computer monitor, game console, website, or mobile device, you will learn to develop compelling and well-crafted stories that will captivate consumers on multiple platforms. A growing collection of digital tools is available to today’s writers, and the Creative Writing for Entertainment curriculum teaches the most effective way to utilize those tools. You will explore multiple literary genres along with techniques for writing for different audiences and mediums. In addition, you will develop leadership, project-management, and research skills, sharpen your technical processes, conduct and utilize industry research, and learn how to revise your own work and collaborate with others to enhance your creative works.

You will also participate in workshops where you will be writing in a variety of formats and genres to build a strong portfolio of pieces. In addition to these workshops, project and portfolio courses are threaded throughout the curriculum. These courses are dedicated to providing you with a relevant and comprehensive project-based learning experience throughout the program.

Furthermore, the Creative Writing degree programs help to equip you with the knowledge and tools necessary to be a successful creative writing professional in the fast-paced world of the entertainment industry. Career-development modules are woven throughout the curriculum, providing students with systematic opportunities to prepare for their future careers. These modules focus on strengthening different career skills and professional strategies that will assist students with their transition into the entertainment and media industries.

To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and research skills necessary for the development and execution of creative writing projects. Completing the program will enable you to take full advantage of today’s high demand for creative writers and prepare you for entry-level positions as writers in the entertainment and media industries.

BACHELOR’S OBJECTIVE
The objective of the Creative Writing for Entertainment Bachelor of Fine Arts degree program is to provide you with a focused knowledge and clear understanding of visual storytelling, narrative structures, multimedia terms and genres, character creation and development, screenwriting and storyboarding, script analysis, criticism, and editing for a variety of niches and distribution methods in the entertainment and media industries. This program is designed to equip you with editorial skills, enhance your ability to create compelling stories and writing elements, and enable you to pursue entry-level careers in creative writing.

The Creative Writing for Entertainment Bachelor of Fine Arts degree program will also further strengthen the communication, creative thinking, and research skills necessary for the development and execution of creative writing projects. Completing the program will enable you to take full advantage of today’s high demand for creative writers and prepare you for entry-level positions as writers in the entertainment and media industries.

ASSOCIATE’S OBJECTIVE
The objective of the Creative Writing for Entertainment Associate of Science degree program is to provide you with a focused knowledge and clear understanding of visual storytelling, narrative structures, multimedia terms and genres, character creation and development, screenwriting and storyboarding, script analysis, criticism, and editing for a variety of niches and distribution methods in the entertainment and media industries. This program is designed to equip you with editorial skills, enhance your ability to create compelling stories and writing elements, and enable you to pursue entry-level careers in creative writing.

The Creative Writing for Entertainment Associate of Science degree program will also further strengthen the communication, creative thinking, and research skills necessary for the development and execution of creative writing projects. Completing the program will enable you to take full advantage of today’s high demand for creative writers and prepare you for entry-level positions as writers in the entertainment and media industries.

### Chronological Course Schedule by Months

**Campus**

<table>
<thead>
<tr>
<th>MONTH CODE</th>
<th>COURSES CREDIT HOURS</th>
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<tbody>
<tr>
<td>1</td>
<td>GEN111 Creative Presentation 3.0</td>
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<tr>
<td>2</td>
<td>ENGL133 Psychology of TV 3.0</td>
</tr>
<tr>
<td>3</td>
<td>VAM1008 Visual Arts in the Entertainment and Media Industries 3.0</td>
</tr>
<tr>
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<td>5</td>
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</tr>
<tr>
<td>6</td>
<td>ENGL182 English Composition II* 4.0</td>
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<tr>
<td>7</td>
<td>ECW306 Visual Thinking and Writing 4.0</td>
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<tr>
<td>8</td>
<td>ECW355 Scriptwriting Techniques 4.0</td>
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<tr>
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**Online**

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**ASSOCIATE’S TOTAL CREDIT HOURS:**

- Bachelor’s Total Credit Hours: 120
- Bachelor’s Total Weeks: 80
- Associate’s Total Credit Hours: 60
- Associate’s Total Weeks: 40

**BACHELOR’S TOTAL CREDIT HOURS:**

- Bachelor’s Total Credit Hours: 120
- Bachelor’s Total Weeks: 80
- Associate’s Total Credit Hours: 60
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**Digital Arts & Design**

**Undergraduate Degree Program - Campus**

**OVERVIEW**

The Digital Arts & Design curriculum is specifically designed to pair art and technology to inspire and help you create groundbreaking designs for motion graphics. Throughout the curriculum, you will explore the entire design process— from concept to creation and from presentation to implementation. In these courses, you will learn the ins and outs of the current hardware and software used by professionals in the design world. As you master these concepts, you will be challenged to think about design in a new way—first understanding the intended audience for a project, then using that knowledge to direct the design of your message. You will apply this process across a wide spectrum of design projects, including 2-D and 3-D art, typography, video, and motion graphics. Learning the essential design and technology elements of this field is just one part of the Digital Arts & Design degree program. You will also have courses focusing on communication, physical science, and popular culture that will prepare you for your career in the motion graphics industry.

The Digital Arts & Design curriculum offers threaded project and portfolio courses that provide students with a relevant and comprehensive project-based learning experience throughout their academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you with your transition into the entertainment and media industries.

To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you with your transition into the entertainment and media industries.

**ASSOCIATE’S OBJECTIVE**

Our goal is to provide you with the focused knowledge and understanding of digital production needed to qualify for entry-level industry positions as production artists, graphic designers, animators, digital-media authors, video editors, and various other positions in motion graphics. Additional skills that you will acquire in digital video production and sound design will broaden your opportunities for a variety of positions in the industry.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with the tools needed to help sustain a long and productive professional career in the entertainment and media industries.

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**Chronological Course Schedule by Months**

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
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<td>Project and Portfolio IV: Digital Arts and Design</td>
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<td>Project and Portfolio V: Digital Arts and Design</td>
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<td>Project and Portfolio VI: Digital Arts and Design</td>
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<td>Technology in the Entertainment and Media Industries</td>
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<td>3-D Arts</td>
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<td>DGT332</td>
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<td>Motion Graphics</td>
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<tr>
<td>DAD479</td>
<td>Project and Portfolio VII: Digital Arts and Design</td>
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</tr>
</tbody>
</table>

**ASSOCIATE’S TOTAL CREDIT HOURS:** 60

**BACHELOR’S TOTAL CREDIT HOURS:** 120
Digital Cinematography
Undergraduate Degree Program - Online

OVERVIEW
The Digital Cinematography curriculum immerses you in the art of digital video and film production for a variety of outlets. By utilizing the latest tools available to today’s media developers, you will learn how to create professional content for broadcast television, online media, mobile applications, and independent films.

Throughout each program, you will take courses that help you build a comprehensive understanding of digital content creation and storytelling with a curriculum that strikes a balance between traditional film foundations and the latest production and postproduction techniques.

You will learn how to master essential visual communication and video production methods for digital media, HD video production, lighting, audio mixing, and nonlinear editing. Additional courses also cover complementary career skills in leadership, popular culture, production budgeting, and web design.

Class projects will help you apply the knowledge you gain as you craft your own visual and narrative pieces for different media. You will learn to take a story through the entire creative process, including developing a script, planning the logistics of production, and working on location to capture your story on camera, as well as workflow essentials such as file management, editing, and distribution.

The Digital Cinematography curriculum supports hands-on projects and a real-world education through a series of themed projects and portfolio courses. These courses are dedicated to providing you with a relevant and comprehensive project-based learning experience throughout your academic journey.

With career-development modules also woven throughout the curriculum, the Digital Cinematography curriculum also provides you with systematic opportunities to prepare for your future careers. These modules focus on strengthening different career skills and professional strategies that will help you with your transition into the entertainment and media industries.

To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and résumé. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

ASSOCIATE’S OBJECTIVE
The Digital Cinematography Associate of Science degree program provides you with a focused knowledge and understanding of digital video and filmmaking production as they relate to current technology and media formats. Courses in the program address digital filmmaking, scriptwriting, visual storytelling, movie picture history, and the fundamentals of production. The program is designed to provide you with the tools you need to qualify for entry-level industry positions in the fields of broadcast television, web video, independent film, and more.

In addition to technical proficiency and creative development, your education will help you develop critical thinking, problem-solving, and analytical skills that contribute to lifelong learning and help sustain a long and productive professional career in the entertainment and media industries.

BACHELOR’S OBJECTIVE
The Digital Cinematography Bachelor of Science degree program provides you with a focused knowledge and understanding of digital video and filmmaking production as they relate to current technology and media formats. Courses in the program address digital filmmaking, directing, lighting, audio postproduction, digital editing, film criticism, storytelling, team management, streaming videos, and mobile technology. The program is designed to provide you with the tools you need to qualify for entry-level industry positions in the fields of broadcast television, web video, independent film, and more.

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In addition to technical proficiency and creative development, your education will help you develop critical thinking, problem-solving, and analytical skills that contribute to lifelong learning and help sustain a long and productive professional career in the entertainment and media industries.

Digital Cinematography
Undergraduate Degree Program - Online

Online
Chronological Course Schedule by Months

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ASSOCIATE’S TOTAL CREDIT HOURS: 60
BACHELOR’S TOTAL CREDIT HOURS: 120
ASSOCIATE’S TOTAL WEEKS: 64
BACHELOR’S TOTAL WEEKS: 116

This specific program uses the Florida Statewide Course Numbering System (SCNS).
ASSOCIATE’S OBJECTIVE
The goal of the Digital Marketing Bachelor of Science degree program is to provide you with the focused knowledge and understanding needed to pursue entry-level positions in marketing. This program is designed to develop professionals who can adapt to the ever-changing nature of the marketing industry and who understand how its fluidity affects consumer behavior. Upon completion of the Digital Marketing Bachelor of Science degree program, you will have the ability to develop and implement a cohesive digital marketing strategy.

In addition to technical proficiency and theoretical knowledge, the program helps you develop critical-thinking, problem-solving, and analytical skills that contribute to a lifetime of learning and a productive career path in the world of marketing.

BACHELOR’S OBJECTIVE
The goal of the Digital Marketing Associate of Science degree program is to provide you with the focused knowledge and understanding needed to pursue entry-level positions in marketing. This program is designed to develop professionals who can adapt to the ever-changing nature of the marketing industry and who understand how its fluidity affects consumer behavior.

In addition to technical proficiency and theoretical knowledge, the program helps you develop critical-thinking, problem-solving, and analytical skills that contribute to a lifetime of learning and a productive career path in the world of marketing.

The Digital Marketing curriculum prepares you for work in the ever-changing digital marketing industry and addresses the complex worlds of marketing, emerging technology, and digital entrepreneurship. You will graduate with the skills you need to meet the challenges of an industry affected by rapid advances and changes in technology. In this program, you will learn how to create a viable marketing and strategic plan for selling products or services, develop and cultivate a brand, and protect that entity within the digital community. You will study a full range of digital marketing subjects, including search engine optimization, content strategy, campaign development, and display advertising. In addition to courses developing your marketing-specific skills, you will also have courses focused on statistics, physical science, cultural studies, and how to prepare yourself for a career in the industry.

The Digital Marketing curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you with your transition into the entertainment and media industries.

To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and resume. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

ASSOCIATE’S TOTAL CREDIT HOURS: 60
ASSOCIATE’S TOTAL WEEKS: 116
BACHELOR’S TOTAL CREDIT HOURS: 120
BACHELOR’S TOTAL WEEKS: 166

### Digital Marketing
#### Undergraduate Degree Program - Online

**OVERVIEW**
The Digital Marketing curriculum prepares you for work in the ever-changing digital marketing industry and addresses the complex worlds of marketing, emerging technology, and digital entrepreneurship. You will graduate with the skills you need to meet the challenges of an industry affected by rapid advances and changes in technology. In this program, you will learn how to create a viable marketing and strategic plan for selling products or services, develop and cultivate a brand, and protect that entity within the digital community. You will study a full range of digital marketing subjects, including search engine optimization, content strategy, campaign development, and display advertising. In addition to courses developing your marketing-specific skills, you will also have courses focused on statistics, physical science, cultural studies, and how to prepare yourself for a career in the industry.

The Digital Marketing curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you with your transition into the entertainment and media industries.

To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and resume. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

ASSOCIATE’S OBJECTIVE
The goal of the Digital Marketing Associate of Science degree program is to provide you with the focused knowledge and understanding needed to pursue entry-level positions in marketing. This program is designed to develop professionals who can adapt to the ever-changing nature of the marketing industry and who understand how its fluidity affects consumer behavior. Upon completion of the Digital Marketing Bachelor of Science degree program, you will have the ability to develop and implement a cohesive digital marketing strategy.

In addition to technical proficiency and theoretical knowledge, the program helps you develop critical-thinking, problem-solving, and analytical skills that contribute to a lifetime of learning and a productive career path in the world of marketing.

BACHELOR’S OBJECTIVE
The goal of the Digital Marketing Bachelor of Science degree program is to provide you with the focused knowledge and understanding needed to pursue entry-level positions in marketing. This program is designed to develop leaders who can adapt to the ever-changing nature of the marketing industry and who understand how its fluidity affects consumer behavior.

Upon completion of the Digital Marketing Bachelor of Science degree program, you will have the ability to develop and implement a cohesive digital marketing strategy.

In addition to technical proficiency and theoretical knowledge, the program helps you develop critical-thinking, problem-solving, and analytical skills that contribute to a lifetime of learning and a productive career path in the world of marketing.

The Digital Marketing curriculum prepares you for work in the ever-changing digital marketing industry and addresses the complex worlds of marketing, emerging technology, and digital entrepreneurship. You will graduate with the skills you need to meet the challenges of an industry affected by rapid advances and changes in technology. In this program, you will learn how to create a viable marketing and strategic plan for selling products or services, develop and cultivate a brand, and protect that entity within the digital community. You will study a full range of digital marketing subjects, including search engine optimization, content strategy, campaign development, and display advertising. In addition to courses developing your marketing-specific skills, you will also have courses focused on statistics, physical science, cultural studies, and how to prepare yourself for a career in the industry.

The Digital Marketing curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you with your transition into the entertainment and media industries.

To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and resume. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

ASSOCIATE’S OBJECTIVE
The goal of the Digital Marketing Associate of Science degree program is to provide you with the focused knowledge and understanding needed to pursue entry-level positions in marketing. This program is designed to develop professionals who can adapt to the ever-changing nature of the marketing industry and who understand how its fluidity affects consumer behavior. Upon completion of the Digital Marketing Bachelor of Science degree program, you will have the ability to develop and implement a cohesive digital marketing strategy.

In addition to technical proficiency and theoretical knowledge, the program helps you develop critical-thinking, problem-solving, and analytical skills that contribute to a lifetime of learning and a productive career path in the world of marketing.

BACHELOR’S OBJECTIVE
The goal of the Digital Marketing Bachelor of Science degree program is to provide you with the focused knowledge and understanding needed to pursue entry-level positions in marketing. This program is designed to develop leaders who can adapt to the ever-changing nature of the marketing industry and who understand how its fluidity affects consumer behavior.

Upon completion of the Digital Marketing Bachelor of Science degree program, you will have the ability to develop and implement a cohesive digital marketing strategy.

In addition to technical proficiency and theoretical knowledge, the program helps you develop critical-thinking, problem-solving, and analytical skills that contribute to a lifetime of learning and a productive career path in the world of marketing.
Digital Marketing
Graduate Degree Program - Online

OVERVIEW
The Digital Marketing Master of Science degree program addresses the concepts of digital marketing, search engine optimization, new media marketing, branding, technology, and psychology. The demands on the digital marketing professional are more intense than ever due to rapid advances in technology, the complexities of web design, digital-marketing campaign development, social media networks, public relations, advertising, and sales.

This program addresses advanced marketing topics that will help you give the tools to create powerful marketing and strategic plans for selling products or services, develop and cultivate a brand, and protect a company’s reputation within the digital community.

The program's curriculum focuses on a variety of advanced principles, including digital marketing theories, search engine optimization, interactive advertising, and the psychology of the online consumer. Completion of this degree program provides students with a focused knowledge and understanding of digital marketing, business management, business technology and design, event management, and professional selling. This curriculum will focus on developing both personal and professional skills, and the program’s project-based coursework models the same kinds of professional scenarios you will encounter in today’s business world. The combination of business and entertainment topics is designed to give you the full range of knowledge you will need to begin a career within an existing entertainment company or to start your own entrepreneurial idea off the ground. In addition, business specific managerial and entrepreneurial skills will be woven throughout the curriculum, providing systematic opportunities for you to practice and apply these skills in preparation for entering or advancing through the digital marketing and entertainment industries.

The Education Business curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different kinds of professional scenarios you will encounter in today’s business world. The Entertainment Business curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different kinds of professional scenarios you will encounter in today’s business world.

MASTER’S OBJECTIVE
The goal of the Digital Marketing Master of Science degree program is to develop leaders who can adapt to the ever-changing nature of the digital marketing industry and who understand how its fluidity affects consumer behavior. The program’s advanced academic courses provide students with a focused knowledge and understanding of digital marketing, search engine optimization, e-commerce, and the psychology of the online consumer. Completion of this degree program will greatly enhance your ability to develop and implement a cohesive digital marketing strategy.

This program is designed to foster the development of highly trained individuals who want to develop careers in the field of digital marketing. The instruction received in this program provides students with the tools to help sustain a productive professional career in the path of marketing.

Online
Ochronological Course Schedule by Months

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<thead>
<tr>
<th>MONTH</th>
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TOTAL CREDIT HOURS: 37
TOTAL WEEKS: 48

Entertainment Business
Undergraduate Degree Program - Campus & Online

OVERVIEW
In the Entertainment Business programs, you will make your way through a challenging curriculum that combines essential business and management knowledge and skills, including business models, marketing, global media management, business technology and design, event management, and professional selling. This curriculum will focus on developing both personal and professional skills, and the program's project-based coursework models the same kinds of professional scenarios you will encounter in today’s business world. The combination of business and entertainment topics is designed to give you the full range of knowledge you will need to begin a career within an existing entertainment company or to start your own entrepreneurial idea off the ground. In addition, business specific managerial and entrepreneurial skills will be woven throughout the curriculum, providing systematic opportunities for you to practice and apply these skills in preparation for entering or advancing through the digital marketing and entertainment industries.

The Entertainment Business curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different kinds of professional scenarios you will encounter in today’s business world. The Entertainment Business curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different kinds of professional scenarios you will encounter in today’s business world.

ASSOCIATE’S OBJECTIVE
Our goal is to provide you with a focused knowledge and understanding of essential business and management skills to enhance your ability to qualify for entry-level industry positions, including marketing assistant, sales assistant, promotions assistant, project coordinator, and a variety of other entertainment business positions in the fields of film, music, digital media, broadcasting, and gaming.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industry.

BACHELOR’S OBJECTIVE
Our goal is to provide you with a focused knowledge and understanding of essential business and management skills to enhance your ability to qualify for entry-level industry positions, including brand ambassador, social media coordinator, promotions manager, public relations assistant, digital marketing strategist, and a variety of other entertainment business positions in the fields of film, music, digital media, broadcasting, and gaming.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industry.

FELL SAIL UNIVERSITY DEGREE PROGRAMS
Our Entertainment Business Master of Science Degree Program is an advanced exploration of the specific business and management skills you need to excel and lead in the entertainment world. This balanced and in-depth curriculum will take you through courses such as Executive Leadership, Advanced Entertainment Law, Entertainment Business Finance, Media Literacy and Research Methodologies, Business Storytelling and Brand Development, and Negotiation and Deal-Making as you expand your knowledge of the way the business world works.

Through this specialized education, you’ll learn to manage your team and guide projects that lead to successful business outcomes. You’ll gain insights into the financial, legal, and marketing aspects of the entertainment business, as well as the strategies used by top executives and leaders in the field. This well-rounded education will help you hone your leadership and business skills in preparation for entering or advancing through the entertainment industry. To help you make that transition, we’ve got a team of Career Development professionals that will help you polish your interviewing skills and résumé and get you ready to enter the industry. In addition, our Career Development services and advisors will be on hand to support and assist you throughout your career – not just during your education.

**MASTER’S OBJECTIVE**

Our goal is to provide you with the focused knowledge and understanding of essential business skills necessary to be successful in a variety of entertainment business industries such as recording arts, show production and touring, digital media and web, game design and development, computer animation, and film & television. The curriculum in this degree program encompasses courses that address media literacy, research methodologies, executive leadership skills, project and team management, entertainment business finance, negotiation techniques, product and asset management, entertainment law, media publishing, media distribution, and digital marketing and business planning.

This program is designed to foster the development of highly trained individuals who lead and shape careers in the business side of the entertainment field. The training you receive in this program will provide you with the tools to help sustain a long and productive career in the entertainment and media industry.
## Entertainment Business with a Sports Management Elective Track

### Graduate Degree Program - Campus & Online

**OVERVIEW**

The Entertainment Business Master of Science degree with a Sports Management Elective Track is an advanced exploration of the specific sports management and business skills you need to excel in the entertainment and sports business industry. This balanced and in-depth curriculum includes courses such as Executive Leadership, Sports Management and Operations, Project and Team Management, Legal Issues in Sports, Negotiation and Deal-making, Sports Marketing and Sponsorships, Entertainment Business Finance, and Business Plan Development. Throughout this specialized education, you'll learn the strategies of top executives and apply those exercises to develop your own leadership abilities. You'll also complete two capstone projects – a leadership portfolio and a business plan thesis - which will require you to make practical use of important business concepts like project management, contract negotiation, sports marketing, financial planning, and business plan development.

This well-rounded education will help to hone your leadership and business skills in preparation for entering or advancing through the entertainment and sports industry. To help you make that transition, Full Sail University has a team of Career Development professionals that can help you polish your interviewing skills and resume and get you ready to enter the industry. In addition, our Career Development department also provides you with systematic opportunities to prepare for your career, with career-development modules woven throughout the curriculum. The Film curriculum supports hands-on projects and a real-world education through a series of project and portfolio courses that are threaded throughout each program. These courses are dedicated to providing you with a relevant and comprehensive project-based learning experience throughout your academic journey.

### MASTER’S OBJECTIVE

Our goal is to provide you with the focused knowledge and understanding of essential business skills necessary to be successful in the entertainment and sports industry. This program is designed to foster the development of highly trained professionals who want to develop careers in the entertainment and business fields. The curriculum in this degree program encompasses courses that address executive leadership skills, project and team management, sports management and operations, legal issues in sports, negotiation and deal-making, sports marketing, and business plan development.

In addition to business proficiency, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career. The Entertainment Business Master of Science Degree with a Sports Management Elective Track is designed to prepare you for a variety of roles in the sports management industry, including as independent filmmakers, camera operators, production assistants, editors, sound designers, assistant directors, unit production managers, art directors, editors, lighting technicians, director’s assistants, and dialogue editors, as well as a variety of other positions in the film and television video industries.

Our goal is to provide you with the focused knowledge and understanding of film theory and craft you’ll need to qualify for entry-level industry positions as independent filmmakers, camera operators, production assistants, editors, sound designers, assistant directors, unit production managers, art directors, editors, lighting technicians, director’s assistants, and dialogue editors, as well as a variety of other positions in the film and television video industries.

### UNDERGRADUATE OBJECTIVE

Our goal is to provide you with the focused knowledge and understanding of film theory and craft you’ll need to qualify for entry-level industry positions as independent filmmakers, camera operators, production assistants, editors, sound designers, assistant directors, unit production managers, art directors, editors, lighting technicians, director’s assistants, and dialogue editors, as well as a variety of other positions in the film and television video industries.

### DEGREE PROGRAMS

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</tbody>
</table>

**TOTAL CREDIT HOURS:** 30 | **TOTAL WEEKS:** 48

### Film

**Undergraduate Degree Program - Campus

**OVERVIEW**

Our Film curriculum is built around actual industry workflow, so you will navigate your way around a set while you are in school. It also includes a variety of projects that span from pre-production to post, teaching you the basics of all the various departments that make up a production crew. You will have the opportunity to specialize in your area of interest—whether it is writing, directing, producing, cinematography, art direction, sound, editing, or makeup. During your education, you will gain first-hand experience in planning productions, writing scripts, creating storyboards, and using a variety of cameras—16 mm, 35 mm, HD, and more—and doing all of this in a variety of styles. You will build sets and set them up with access to our spacious soundstages and studio bays. You will also hold casting calls, work on actors’ makeup, and create special effects to enhance your films. Furthermore, you will be able to edit, add visual effects, and polish sound in post to prepare your original work for viewing on the big screen with the mentoring of our faculty team.

In addition to film production, you will also learn the ins and outs of shooting for photography, HD broadcast, production of the world of new media, and reality and documentary film and television. Additional courses will focus on helping you learn production budgeting, lighting, computer-business applications, personal finance management, and communication skills, and how to prepare yourself for the film industry. The Film curriculum supports hands-on projects on a real-world level through a series of project and portfolio courses that are threaded throughout each program. These courses are dedicated to providing you with a relevant and comprehensive project-based learning experience throughout your academic journey.

With career-development modules woven throughout the curriculum, the Film degree programs also provide you with systematic opportunities to prepare for your future careers. These modules focus on strengthening different career skills and professional strategies that will help you with your transition into the entertainment and media industries.

To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and resume. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

### ASSOCIATE’S OBJECTIVE

Our goal is to provide you with the focused knowledge and understanding of film theory and craft you’ll need to qualify for entry-level industry positions as independent filmmakers, camera operators, production assistants, editors, sound designers, assistant directors, unit production managers, art directors, editors, lighting technicians, director’s assistants, and dialogue editors, as well as a variety of other positions in the film and television video industries.

### BACHELOR’S OBJECTIVE

Our goal is to provide you with the focused knowledge and understanding of film theory and craft you’ll need to qualify for entry-level industry positions as independent filmmakers, camera operators, production assistants, editors, sound designers, assistant directors, unit production managers, art directors, editors, lighting technicians, director’s assistants, and dialogue editors, as well as a variety of other positions in the film and television video industries.
### Film Undergraduate Degree Program - Campus

#### Chronological Course Schedule by Months

<table>
<thead>
<tr>
<th>MONTH CODE</th>
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<td>Advanced Production I</td>
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<td>18</td>
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<td>17</td>
<td>FBS359</td>
<td>Broadcast Production II</td>
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<tr>
<td>16</td>
<td>FBS349</td>
<td>Project and Portfolio IV: Film</td>
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<td>15</td>
<td>FLM3413</td>
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<tr>
<td>14</td>
<td>HIS3320</td>
<td>Historical Archetypes and Mythology</td>
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<td>CAR4002</td>
<td>Career Module VII: Job Interview</td>
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<td>Scriptwriting Techniques</td>
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**ASSOCIATE’S TOTAL CREDIT HOURS:** 60

**BACHELOR’S TOTAL CREDIT HOURS:** 120

**ASSOCIATE’S TOTAL WEEKS:** 40

**BACHELOR’S TOTAL WEEKS:** 80

### Film Production Graduate Degree Program - Campus

#### Chronological Course Schedule by Months

<table>
<thead>
<tr>
<th>MONTH CODE</th>
<th>COURSES</th>
<th>CREDIT HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>FPR650</td>
<td>Film Production Thesis III: Post-Production</td>
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<tr>
<td>11</td>
<td>FPR680</td>
<td>Business of Film</td>
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<tr>
<td>10</td>
<td>FPR620</td>
<td>Entertainment and Communication Law</td>
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<td>FPR610</td>
<td>Film Production Thesis II: Production</td>
</tr>
<tr>
<td>8</td>
<td>FPR560</td>
<td>Visual Storytelling Techniques and Technology</td>
</tr>
<tr>
<td>7</td>
<td>FPR550</td>
<td>Entertainment and Communication Law</td>
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<td>6</td>
<td>FPR540</td>
<td>Experimental Filmmaking</td>
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<tr>
<td>5</td>
<td>FPR530</td>
<td>Entertainment and Communication Law</td>
</tr>
<tr>
<td>4</td>
<td>FPR520</td>
<td>Filmmaking Concepts and History</td>
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<tr>
<td>3</td>
<td>FPR510</td>
<td>Script Production and Analysis</td>
</tr>
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<td>Directed Talent</td>
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<tr>
<td>1</td>
<td>FPR450</td>
<td>Experience Filmmaking</td>
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</table>

**MASTER’S OBJECTIVE**

Successful filmmaking requires a comprehensive and holistic understanding of the processes, practices, and technologies of film production. The objective of Full Sail University’s Film Production master of fine arts degree program is to provide students with the knowledge, skills, and abilities required to make a film from concept to completion. This will be accomplished through project-based learning activities that are aligned with the real-world film production cycle. These learning activities will help the student assess the dramatic and commercial viability of a film script, develop the necessary planning required for film production, manage talent and produce a film, and understand the legal and business considerations of film production. Each course will also develop the student’s academic research skills, tools, and methodologies, as students will learn how to utilize academic research for a variety of careers and learning activities. Upon completion of the program, students will have developed their own comprehensive graduate-level portfolio.

**TOTAL CREDIT HOURS:** 58

**TOTAL WEEKS:** 48

### Film Undergraduate Degree Program - Campus

#### Chronological Course Schedule by Months

<table>
<thead>
<tr>
<th>MONTH CODE</th>
<th>COURSES</th>
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<tbody>
<tr>
<td>GEN111</td>
<td>Creative Presentation</td>
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<tr>
<td>HUM1010</td>
<td>Psychology of Film</td>
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<tr>
<td>VAM1008</td>
<td>Visual Arts in the Entertainment and Media Industries</td>
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<td>English Composition</td>
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<td>History of Visual Arts</td>
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<td>FLM222</td>
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<td>ART206</td>
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<td>Scriptwriting Techniques</td>
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<td>Composition and Visual Design</td>
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<tr>
<td>FLM1119</td>
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<td>Career Module II: Career Research</td>
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<td>Project and Portfolio IV: Film</td>
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<td>Career Module IV: Career Strategy and Planning</td>
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<td>FLM1055</td>
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<td>FBM445</td>
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<td>Career Module V: Resume Writing</td>
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<td>CAR1051</td>
<td>Career Module VI: Job Interview</td>
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</tr>
</tbody>
</table>

**BACHELOR’S TOTAL CREDIT HOURS:** 120

**BACHELOR’S TOTAL WEEKS:** 80

**ASSOCIATE’S TOTAL CREDIT HOURS:** 60

**ASSOCIATE’S TOTAL WEEKS:** 40
To help you move toward your desired career, our Career Development department offers modules that will help you with your transition into the entertainment and media industries. These modules focus on strengthening different career skills and professional strategies that will enhance your opportunities in related fields.

In addition to technical proficiency and creative development, your education will help you develop critical thinking, problem-solving, and analytical skills that contribute to lifelong learning and will provide you with tools to help sustain a long and productive professional career in the entertainment and media industries.

## Game Art

### Overview

The Game Art curriculum is designed to develop artists well versed in 3-D asset creation for game development. With a focus on 3-D content for consoles and computers, you will work your way through project-based classes that follow a clear, dynamic curriculum structure using the latest techniques and tools. Our courses will help you gain the skills necessary to move and improve through the production pipeline. Each project is build throughout the curriculum, providing systematic opportunities for you to prepare and contribute to lifelong learning and will provide you with tools to help sustain a long and productive professional career in the entertainment and media industries.

### Bachelor’s Objective

Our goal is to help you with the focused knowledge and foundational understanding of art and design, 2-D and 3-D animation, modeling, and shading and lighting needed to qualify for such entry-level positions in the game industry as prop artists, environment artists, renderers, and texture artists. Besides the degree program’s strong 3-D computer graphics focus, you will build other skills in peripheral media and complete digital courses that will enhance your opportunities in related fields.

In addition to technical proficiency and creative development, your education will help you develop critical thinking, problem-solving, and analytical skills that contribute to lifelong learning and will provide you with tools to help sustain a long and productive professional career in the entertainment and media industries.

### Associate’s Objective

Our goal is to provide you with the focused knowledge and foundational understanding of art and design, 2-D and 3-D animation, modeling, and shading and lighting needed to qualify for such entry-level positions in the game industry as prop artists, environment artists, renderers, and texture artists. Besides the degree program’s strong 3-D computer graphics focus, you will build other skills in peripheral media and complete digital courses that will enhance your opportunities in related fields.

In addition to technical proficiency and creative development, your education will help you develop critical thinking, problem-solving, and analytical skills that contribute to lifelong learning and will provide you with tools to help sustain a long and productive professional career in the entertainment and media industries.

### Game Art Curriculum

The Game Art curriculum offers threaded project and portfolio courses that contribute to lifelong learning and will provide you with tools to help sustain a long and productive professional career in the entertainment and media industries.

### Overviews

In addition to technical proficiency and creative development, your education will help you develop critical thinking, problem-solving, and analytical skills that contribute to lifelong learning and will provide you with tools to help sustain a long and productive professional career in the entertainment and media industries.

### Bachelor’s Objective

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In addition to technical proficiency and creative development, your education will help you develop critical thinking, problem-solving, and analytical skills that contribute to lifelong learning and will provide you with tools to help sustain a long and productive professional career in the entertainment and media industries.

### Game Art Curriculum

The Game Art curriculum offers threaded project and portfolio courses that contribute to lifelong learning and will provide you with tools to help sustain a long and productive professional career in the entertainment and media industries.
The Game Design curriculum is comprised of high-level game design and production courses that will take you deep into the game development pipeline. You will develop and expand your project and design skills through exercises in leadership, team management, game design, and marketing, while learning skills required to advance in the game in production industry. In addition to strengthening these skills, the Game Design curriculum has foundational courses focusing on professional writing and mythology. This well-rounded education will help you hone leadership, design, and project management skills in preparation for advancing through the game industry. Project and portfolio courses are threaded throughout the Game Design curriculum and are dedicated to providing you with an extended professional-level based experience throughout your academic journey. Furthermore, career development modules are also woven throughout the curriculum that provide you with systematic opportunities to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will assist you with the transition into the entertainment and media industries. A team of Career Development professionals will be available to help you polish your interviewing skills and resume and get you ready to enter the job market. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

ASSOCIATE’S OBJECTIVE

The Game Design Bachelor of Science degree program will focus on the knowledge and understanding of game development necessary to be successful in qualifying for entry-level design and production positions. Completion of this degree program will greatly enhance your ability to work in the fast-paced environment of a game studio. The curriculum in this program develops your project and team-management abilities, production skills, and game design knowledge. In addition, this program will give you the mathematical foundations for successful programming and game development. Upon completion of the Game Design Associate of Science degree program, you will be prepared to qualify for entry-level industry positions in game design, game testing, interactive design, and a variety of other fields in the game and entertainment industries.

The Game Design Bachelor of Science degree program was designed to prepare students to qualify for entry-level industry positions in the fields of game design, quality-assurance testing, level design, game scripting, and a variety of others in the game and entertainment industries.

BACHELOR’S OBJECTIVE

The Game Design Associate of Science degree program will focus on the knowledge and understanding of game development necessary to be successful in qualifying for entry-level design and production positions. Completion of this degree program will greatly enhance your ability to work in a production role in the fast-paced environment of a game studio. The curriculum in this program develops your executive leadership skills and project and team-management abilities, and teaches the production methodologies and creative-and analytical-thinking skills required for game design.

The Game Design Bachelor of Science degree program was designed to prepare students to qualify for entry-level industry positions in the fields of game design, quality-assurance testing, level design, game scripting, and a variety of others in the game and entertainment industries.

ASSOCIATE’S OBJECTIVE

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BACHELOR’S OBJECTIVE

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The Game Design Bachelor of Science degree program was designed to prepare students to qualify for entry-level industry positions in the fields of game design, quality-assurance testing, level design, game scripting, and a variety of others in the game and entertainment industries.

ASSOCIATE’S OBJECTIVE

The Game Design Associate of Science degree program will focus on the knowledge and understanding of game development necessary to be successful in qualifying for entry-level design and production positions. Completion of this degree program will greatly enhance your ability to work in the fast-paced environment of a game studio. The curriculum in this program develops your executive leadership skills and project and team-management abilities, and teaches the production methodologies and creative-and analytical-thinking skills required for game design.

BACHELOR’S OBJECTIVE

The Game Design Bachelor of Science degree program will focus on the knowledge and understanding of game development necessary to be successful in qualifying for entry-level design and production positions. Completion of this degree program will greatly enhance your ability to work in the fast-paced environment of a game studio. The curriculum in this program develops your executive leadership skills and project and team-management abilities, and teaches the production methodologies and creative-and analytical-thinking skills required for game design.

The Game Design Bachelor of Science degree program was designed to prepare students to qualify for entry-level industry positions in the fields of game design, quality-assurance testing, level design, game scripting, and a variety of others in the game and entertainment industries.
### Game Development

**Graduate Degree Program - Campus**

**OVERVIEW**

The curriculum in the Game Design master of science degree program is comprised of high-level production, game design, quality assurance, usability, and leadership courses that take you deep into the game development pipeline. You'll expand and advance your project and design skills through hands-on exercises in leadership, team management, game design, usability, and more as you learn the skills you'll need to advance your career in the game industry.

During the course of the program you will be responsible for creating a variety of documentation types related to design, marketing, quality and usability testing, and production, which will be practically applied in team game development processes. Along with development and documentation responsibilities, students will prepare and present a portfolio of their academic and development experiences in the program through their Capstone project.

The program in Game Design has been crafted to help you develop the skills you’ll need to succeed in the game development field. From the very beginning of your time in the program, you will have the opportunity to observe, evaluate, and participate in the game development process, culminating in the opportunity to experience the development of core development roles, working within and leading teams in an immersive game development experience.

This well-rounded education will hone your leadership, design, and management skills to prepare for your future career. These modules focus on strengthening different skills. Then you will move into more complex and detailed tasks in courses such as Artificial Intelligence and Software Engineering. Finally, you will focus these skills on a complete, playable game that you will design, develop, and produce from start to finish. This is part of a complete game development education that will get you ready to face the demands of the professional game world.

In addition to learning the game development process, you will have courses focusing on probability, digital logic, and game architecture. You will begin to create simple games that will help to develop your programming and design skills. Then you will move into more complex and detailed tasks in courses such as Computer Graphics, Computer Architecture, Artificial Intelligence, and Software Engineering. Finally, you will focus these skills on a complete, playable game that you will design, develop, and produce from start to finish. This is part of a complete game development education that will get you ready to face the demands of the professional game world.

The Game Development curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you with your transition into the entertainment and media industries.

To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and resume. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just during your education.

**MASTERS’S OBJECTIVE**

Our goal is to provide you with the focused knowledge and understanding of game development necessary to be successful in qualifying for entry-level design, production, and user-experience positions. Completion of this degree program will greatly enhance your ability to work in the fast-paced environment of a game studio.

The curriculum in this program develops your executive leadership skills, design skills, project and team management abilities, quality and usability testing, competence, and teaches the production methodologies used by game studios.

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### Chronological Course Schedule by Months

<table>
<thead>
<tr>
<th>Month</th>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MDL501</td>
<td>Mastery: Personal Development and Leadership 3.0</td>
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<tr>
<td>2</td>
<td>GDM615</td>
<td>Research in Team Dynamics 3.5</td>
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<tr>
<td>12</td>
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<td>Production Research Capstone 3.5</td>
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</table>

**TOTAL CREDIT HOURS:** 48.5  
**TOTAL WEEKS:** 48
ASSOCIATE'S OBJECTIVE

Our goal is to provide you with the focused knowledge and understanding of graphic-arts production needed for you to qualify for entry-level industry positions in graphic-arts production, including graphic designers, media designers, web designers, digital-image processors, and art directors. Additional skills acquired in media integration, advertising, and branding will broaden your opportunities for a variety of positions in the industry.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with the tools needed to help you sustain a long and productive professional career in the entertainment and media industries.

BACHELOR'S OBJECTIVE

Our goal is to provide you with the focused knowledge and understanding of graphic-arts production needed for you to qualify for entry-level industry positions in graphic-arts production, including graphic designers, media designers, web designers, digital-image processors, and art directors. Additional skills acquired in media integration, advertising, and branding will broaden your opportunities for a variety of positions in the industry.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with the tools needed to help you sustain a long and productive professional career in the entertainment and media industries.

OVERVIEW

The Graphic Design curriculum gives you hands-on experience that will prepare you for an entry-level career in the field of design. You will create projects for assignments in which no two submissions are alike—from print publishing to package design to interface design and more. In addition to art and design skills, you will also have courses in real-world topics such as digital publishing, interactive media design, graphic web design, and how to give and receive work critique, as well as courses focusing on communication skills, popular culture, and how to prepare yourself for your first step into the design industry.

The Graphic Design curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Your diverse and stylish portfolio will become a valuable reference tool as you develop your skills and abilities.

Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you with your transition into the entertainment and media industries. To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and resume. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—no just while you are a student, but for a lifetime. Through the Graphic Design curriculum, you will also have courses in real-world topics such as digital publishing, interactive media design, graphic web design, and how to give and receive work critique, as well as production artists, graphic artists, photo editors, and various other positions in graphic-arts production. Additional skills acquired in design, digital audio and video, and branding will broaden your opportunities for a variety of positions in the industry.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with the tools needed to help you sustain a long and productive professional career in the entertainment and media industries.

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The Graphic Design curriculum gives you hands-on experience that will prepare you for an entry-level career in the field of design. You will create projects for assignments in which no two submissions are alike—from print publishing to package design to interface design and more. In addition to art and design skills, you will also have courses in real-world topics such as digital publishing, interactive media design, graphic web design, and how to give and receive work critique, as well as courses focusing on communication skills, popular culture, and how to prepare yourself for your first step into the design industry.

The Graphic Design curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Your diverse and stylish portfolio will become a valuable reference tool as you develop your skills and abilities.

Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you with your transition into the entertainment and media industries. To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and resume. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student, but for a lifetime. Through the Graphic Design curriculum, you will also have courses in real-world topics such as digital publishing, interactive media design, graphic web design, and how to give and receive work critique, as well as production artists, graphic artists, photo editors, and various other positions in graphic-arts production. Additional skills acquired in design, digital audio and video, and branding will broaden your opportunities for a variety of positions in the industry.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with the tools needed to help you sustain a long and productive professional career in the entertainment and media industries.

Our goal is to provide you with the focused knowledge and understanding of graphic-arts production needed for you to qualify for entry-level industry positions in graphic-arts production, including graphic designers, media designers, web designers, digital-image processors, and art directors. Additional skills acquired in media integration, advertising, and branding will broaden your opportunities for a variety of positions in the industry.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with the tools needed to help you sustain a long and productive professional career in the entertainment and media industries.

ASSOCIATE’S OBJECTIVE

Our goal is to provide you with the focused knowledge and understanding of graphic-arts production needed for you to qualify for entry-level industry positions in graphic-arts production, including graphic designers, media designers, web designers, digital-image processors, and art directors. Additional skills acquired in media integration, advertising, and branding will broaden your opportunities for a variety of positions in the industry.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with the tools needed to help you sustain a long and productive professional career in the entertainment and media industries.

BACHELOR’S OBJECTIVE

Our goal is to provide you with the focused knowledge and understanding of graphic-arts production needed for you to qualify for entry-level industry positions in graphic-arts production, including graphic designers, media designers, web designers, digital-image processors, and art directors. Additional skills acquired in media integration, advertising, and branding will broaden your opportunities for a variety of positions in the industry.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with the tools needed to help you sustain a long and productive professional career in the entertainment and media industries.

OVERVIEW

The Graphic Design curriculum gives you hands-on experience that will prepare you for an entry-level career in the field of design. You will create projects for assignments in which no two submissions are alike—from print publishing to package design to interface design and more. In addition to art and design skills, you will also have courses in real-world topics such as digital publishing, interactive media design, graphic web design, and how to give and receive work critique, as well as courses focusing on communication skills, popular culture, and how to prepare yourself for your first step into the design industry.

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In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with the tools needed to help you sustain a long and productive professional career in the entertainment and media industries.
Innovation & Entrepreneurship

Graduate Degree Program - Online

OVERVIEW

The Innovation & Entrepreneurship master of science degree program will provide students with a solid foundation in the concepts and disciplines essential for the creation of innovative ideas, products, services, and businesses that respond to the needs of a rapidly changing global marketplace. Whether launching a new creative or technology-based venture or using entrepreneurial talent within a successful business, this online master’s program is designed for students with a passion for innovation and entrepreneurship who seek to use their creativity and vision to contribute to the success of the organization.

MASTER’S OBJECTIVE

The Innovation and Entrepreneurship master of science degree program is designed for students interested in creating technology-based entrepreneurial projects and companies, as well as those who seek leadership roles in established companies with a goal of creating new visionary opportunities within those organizations. The program supports the goals and aspirations of traditional entrepreneurs, as well as “entrepreneurs” who will promote innovation and change within companies (or even “inventrepreneurs” who create new products for handoff to others). Whether innovating within companies or creating new business ventures powered by unique ideas, entrepreneurs understand that the only true constant is change—and that creativity and innovation are the key to sustainable and successful businesses.

Online

Chronological Course Schedule by Months

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TOTAL CREDIT HOURS: 36
TOTAL WEEKS: 48

Campus

Chronological Course Schedule by Months

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TOTAL CREDIT HOURS: 120
TOTAL WEEKS: 80

BACHELOR’S TOTAL CREDIT HOURS: 120
BACHELOR’S TOTAL WEEKS: 80
ASSOCIATE’S TOTAL CREDIT HOURS: 60
ASSOCIATE’S TOTAL WEEKS: 64

The specific courses throughout may vary by course description for details.

The specific courses throughout may vary by course description for details.

The specific courses throughout may vary by course description for details.

The specific courses throughout may vary by course description for details.
Instructional Design & Technology
Graduate Degree Program - Online

OVERVIEW
The curriculum for the Instructional Design & Technology Master of Science Degree Program is based on a simple concept: providing new tools and methods to improve instruction. Many of today’s learners have embraced technology’s role in their day-to-day lives, but few conventional instructional practices have taken advantage of this reality. The innovative approach of the Instructional Design & Technology program is designed to give you hands-on experience with the type of dynamic media that can transform a traditional instructional setting into an inspirational and interactive atmosphere. It’s about crafting an environment where media skills and technology form the language of the learning environment.

Throughout the program, you’ll discover how to incorporate interactive instructional tools to enrich the learning experience. Some of these methods include the use of tools like Apple’s professional media creation applications and other digital media concepts, and even techniques like storytelling methods and game strategies. You’ll also explore different theories about how people learn, discover how to take advantage of different motivational techniques, and learn how to create compelling and inspirational content for online curricula.

You’ll also explore different theories about how people learn, discover how to take advantage of different motivational techniques, and learn how to create compelling and inspirational content for online curricula. This well-rounded education will help you enhance your content creation skills in preparation for entering or advancing through the career fields of corporate training, instructional design, education, and online learning. To help you make a desired transition or further develop your current career, our experienced team of Career Development professionals will help you strengthen your interviewing skills and resume. In addition, our Career Development services and advisors will be available for support and assistance throughout your career—not just while you are a student.

MASTERS'S OBJECTIVE
Our goal is to provide you with focused knowledge and understanding of learning and instructional design theories, curriculum development, media design elements, and technology applications, allowing you to be successful in the corporate training, instructional design, and education fields. Upon completion of this master’s degree program, you will have an enhanced ability to create, develop, design, and produce instructional content using a variety of technology applications for corporate or academic environments.

This program will also help develop your writing, time-management, and team building skills to assist you in the development and dissemination of engaging instructional content, innovative media design, and technology projects that captivate and inspire today’s learner.

Online
Temporal Course Schedule by Months
MONTH CODE COURSE NAME CREDIT HOURS
1 EME6630 Learning Management Systems and Organization 3.0
2 IDT552 Strategies for Learner Engagement 3.0
3 EDM6018 Music and Audio for Instructional Design 3.0
4 IDT574 Instructional Design and Evaluation 3.0
5 IDT5744 Digital Media and Learning Applications 3.0
6 IDT680 Media Asset Creation 3.0
7 MDL501 Mastery: Personal Development and Leadership 3.0
8 IDT520 Corporate Training and Motivational Development 3.0
9 IDT5404 Digital Media and Learning Applications 3.0
10 EDM533 Visual and Verbal Communication in Instructional Design 3.0
11 IDT520 Corporate Training and Motivational Development 3.0
12 IDT510 Corporate Training and Motivational Development 3.0
13 IDT574 Instructional Design and Evaluation 3.0

TOTAL CREDIT HOURS: 48

Total Weeks: 48

Media Communications
Undergraduate Degree Program - Campus & Online

OVERVIEW
The Media Communications curriculum at Full Sail University prepares you with extensive knowledge to understand and contribute to the field of media communications and to use new media communication technologies. You will survey critical approaches to contemporary media-related issues and communication theory while working within a project-based learning curriculum. You will be immersed in a supportive environment that fosters the development of the strategies and skills necessary to succeed in today’s dynamic media industries. The courses in the Media Communications curriculum are designed to prepare you for a wide variety of careers in media and associated fields where media knowledge and skills are an integral part of their operations.

The Media Communications curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. With career-development modules woven throughout the curriculum, the Media Communications programs also provide you with systematic opportunities to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will assist you with the transition into the entertainment and media industries.

BACHELOR’S OBJECTIVE
Dramatic changes in communication and technology have influenced every aspect of human culture, including family life, politics, business, international relations, religion, education, entertainment, and recreation. The Media Communications Bachelor of Science degree program prepares you to recognize, embrace, and strategically manage the inevitable changes in the media landscape. You will acquire the skills you need to best utilize today’s media, share knowledge and information, and maximize audience response. You will practice proper research methods, learn the theories and practices of communication, and learn how to edit for the web. Changes in the media industry are contemplated and reflected throughout the degree program’s curriculum.

ASSOCIATE’S OBJECTIVE
Dramatic changes in communication and technology have influenced every aspect of human culture, including family life, politics, business, international relations, religion, education, entertainment, and recreation. The Media Communications Associate of Science degree program prepares you to recognize, embrace, and strategically manage the inevitable changes in the media landscape. You will acquire the skills you need to best utilize today’s media, share knowledge and information, and maximize audience response. You will practice proper research methods, learn the theories and practices of communication, and learn how to edit for the web. Changes in the media industry are contemplated and reflected throughout the degree program’s curriculum.
### Chronological Course Schedule by Months

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### Bachelor’s Total Credit Hours: 120
- BACHELOR'S TOTAL CREDIT HOURS: 120
- BACHELOR'S TOTAL WEEKS: 80
- ASSOCIATE'S TOTAL CREDIT HOURS: 60
- ASSOCIATE'S TOTAL WEEKS: 40

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### Master’s Total Credit Hours: 48
- master's total credit hours: 48
- master's total weeks: 48
The Mobile Development curriculum addresses the need for professional software developers who can create innovative mobile applications for today's cell phones, computers, and other portable devices. As a student in the program, you will be presented with a thorough, evolving curriculum that provides a complete study of the processes used in professional application production. You will be taught how to locate potential industry needs, research your user base, design the visual aesthetics and interactivity of your application, and use your research to create a comprehensive software plan. Technical courses cover the actual production of that concept, and you will learn standard programming languages for the Android and Apple mobile operating systems. You will expand on that architecture by learning how to implement audio and visual assets and balance the usability of your experience throughout your academic journey. Career-development modules are woven throughout the curriculum, providing systematic opportunities for you to contribute to lifelong learning and will provide you with tools to help sustain a long and productive professional career in the technology industry.

**BACHELOR’S OBJECTIVE**

The objective of the Mobile Development Bachelor of Science degree program is to provide you with the focused knowledge and understanding of mobile design and development and the usability concepts needed to qualify for entry-level industry positions as Apple and Android mobile-application designers and developers.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning and will provide you with tools to help sustain a long and productive professional career in the technology industry.

ASSOCIATE’S OBJECTIVE

The objective of the Mobile Development Associate of Science degree program is to provide you with the focused knowledge and understanding of mobile design and development and the usability concepts needed to qualify for entry-level industry positions in mobile-app support, enterprise software support, web development, and mobile development.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning and will provide you with tools to help sustain a long and productive professional career in the technology industry.
Mobile Gaming
Graduate Degree Program - Online

OVERVIEW
The Mobile Gaming master of science degree program enables students to develop advanced project management, development, and production skills related to games that are featured on mobile devices such as smartphones, PDAs, tablet computers, and portable media players. During this 12-month program, students will expand upon previous programming knowledge by developing their own mobile game through a project-based curriculum that is structured around the real-world mobile game development life cycle. Students will conduct graduate-level mobile gaming research, apply theoretical concepts to game design, explore emerging technologies, and develop their own mobile game. Through real-world learning and a capstone thesis, students will have a firm understanding of mobile game development, including the communication and professional skills required for successful game delivery and monetization. Each course will also develop the student’s academic research skills, tools, and methodologies as students will learn how to utilize academic research for a variety of contexts and learning activities.

MASTERS’ OBJECTIVE
Mobile gaming represents a rapidly growing industry with as many challenges as opportunities. The goal of the Mobile Gaming master of science degree program is to prepare students to address and overcome these challenges through a project-based curriculum that will enable students to be successful mobile game developers. This goal will be accomplished by providing students with the knowledge and skills necessary for effective and creative mobile game design, production, and delivery. Through project-based learning and guided academic research, the Mobile Gaming master of science degree program curriculum will enable students to master the discipline and apply appropriate knowledge, skills, and abilities to all phases of mobile game development.

Music Business
Undergraduate Degree Program - Campus & Online

OVERVIEW
To maximize an artist’s potential, every job in the music industry needs to work in harmony. By applying a real-world approach and utilizing authentic scenarios, the Music Business curriculum prepares students to become music business professionals working with major record labels, online streaming sites, music publishers, booking agencies, concert promoters, artist management firms, and more. To be an effective player in music business, it’s not just important to be good at what you do but also to be well versed in the many different roles within the industry. For example, a band’s publicist may not need to book a tour, but being aware of how and why that tour is routed is a certain way is an invaluable knowledge when it comes to forming a media strategy. By teaching you about the many different roles in the business, the Music Business curriculum allows you to not only focus on what you do best but also to ensure that your contributions to the big picture are as effective as possible. You will learn these roles through courses in music-specific business subjects such as artist management, music copyright and publishing, concert management and touring, and music evaluation for artists and repertoire, as well as general business concepts such as finance, leadership, and marketing. In addition to business-specific topics, you will also have courses focusing on communication skills, physical science, professional writing, and how to prepare for a career in the music industry.

The Music Business curriculum offers project and portfolio courses that are threaded throughout each program. These courses are dedicated to providing you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you with the transition into the entertainment and media industries. To help you move toward your desired career, the Career Development department has a team of professionals who will help polish your interviewing skills and resume. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.
## Music Business
### Undergraduate Degree Program - Campus & Online

#### Bachelor’s Program

<table>
<thead>
<tr>
<th>MONTH</th>
<th>CODE</th>
<th>COURSES</th>
<th>CREDIT HOURS</th>
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</thead>
<tbody>
<tr>
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#### Associate’s Program

<table>
<thead>
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<th>MONTH</th>
<th>CODE</th>
<th>COURSES</th>
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<tbody>
<tr>
<td></td>
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</table>

### Online Chronological Course Schedule by Month

<table>
<thead>
<tr>
<th>MONTH</th>
<th>CODE</th>
<th>COURSES</th>
<th>CREDIT HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

### Music Production
### Undergraduate Degree Program - Campus & Online

#### Overview

With the music industry’s growing use of the Internet and the collaborative aspects of the music production environment, the demand for original music content has increased. Full Sail University’s Music Production curriculum encompasses music theory and composition, digital recording, and music production. Whether you’re a novice or a veteran musician, this degree program provides you with a formal education that can help prepare you for a variety of career paths in the world of music creation and production.

From digital audio principles, digital workstation technology, and digital signal flow to advanced audio production and engineering techniques, music theory, and music history, the curriculum covers many different procedures and applications found in the music production world. Through coursework utilizing a personal production studio consisting of a laptop computer and a variety of professional audio-software programs, you will gain the confidence and skills to help you succeed in a variety of music production environments after graduation.

In music production skills and techniques, you will also develop communication and critical-thinking skills while taking courses in physics, cultural studies, and professional writing. The Music Production curriculum also offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Furthermore, with career-development modules woven throughout the curriculum, you are also provided with systematic opportunities to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will assist you with the transition into the entertainment and media industries.

A team of Career Development professionals will be available to help you polish your interviewing skills and resume and get you ready to enter the job market. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

### Associate’s Objective

Our goal is to provide you with the focused knowledge and understanding of music production technology and concepts needed to qualify for entry-level industry positions as multimedia music composers and producers, audio/sound-effects technicians, music supervisors, music editors, recording engineers, postproduction audio engineers, MIDI/audio workstation operators and programmers, and a variety of other positions in the audio and entertainment industries.

In addition to gaining technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.

### Bachelor’s Objective

Our goal is to provide you with the focused knowledge and understanding of music production technology and concepts needed to qualify for entry-level industry positions as multimedia music composers and producers, audio/sound-effects technicians, music supervisors, music editors, project-studio engineers, beat programmers, music arrangers, songwriters, digital music recording engineers, postproduction audio engineers, MIDI/audio workstation operators and programmers, and a variety of other positions in the entertainment and media industries.

In addition to gaining technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.
### Chronological Course Schedule by Months

**Associate's Program**

<table>
<thead>
<tr>
<th>MONTH CODE</th>
<th>COURSES</th>
<th>CREDIT HOURS</th>
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<tbody>
<tr>
<td>1</td>
<td>GNS111 Creative Presentation</td>
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</tr>
<tr>
<td>2</td>
<td>ANM100 Audio Arts in the Entertainment and Media Industries</td>
<td>3.0</td>
</tr>
<tr>
<td>3</td>
<td>GLC181 English Composition II*</td>
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<tr>
<td>4</td>
<td>MPR435 Fundamentals of Music</td>
<td>3.0</td>
</tr>
<tr>
<td>5</td>
<td>REC1732 Sequencing Technology</td>
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<tr>
<td>6</td>
<td>IMK302 Cultural Studies and the Web*</td>
<td>4.0</td>
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<td>7</td>
<td>AUD3311 History of Recorded Music</td>
<td>3.0</td>
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<tr>
<td>8</td>
<td>APR3559 Project and Portfolio V: Music Production</td>
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<tr>
<td>9</td>
<td>HUM1505 Popular Culture in Media</td>
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</tr>
<tr>
<td>10</td>
<td>APR3570 Musical Structure and Analysis</td>
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<tr>
<td>11</td>
<td>AUD1923 Recording Principles</td>
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<tr>
<td>12</td>
<td>CAR4001 Career Module VI: Résumé Writing</td>
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<tr>
<td>13</td>
<td>ENC1011 English Composition II</td>
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<tr>
<td>14</td>
<td>CAR2002 Career Module III: Résumé Fundamentals</td>
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<td>15</td>
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<td>CAR1004 Career Module IV: Career Strategy</td>
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<td>20</td>
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**TOTAL CREDIT HOURS:** 60

**TOTAL WEEKS:** 47

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### Chronological Course Schedule by Months

**Bachelor's Program**

<table>
<thead>
<tr>
<th>MONTH CODE</th>
<th>COURSES</th>
<th>CREDIT HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GNS111 Creative Presentation</td>
<td>3.0</td>
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<tr>
<td>3</td>
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<td>6</td>
<td>IMK302 Cultural Studies and the Web*</td>
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<td>APR3559 Project and Portfolio V: Music Production</td>
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<td>9</td>
<td>HUM1505 Popular Culture in Media</td>
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<td>10</td>
<td>APR3570 Musical Structure and Analysis</td>
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<tr>
<td>11</td>
<td>AUD1923 Recording Principles</td>
<td>4.0</td>
</tr>
<tr>
<td>12</td>
<td>CAR4001 Career Module VI: Résumé Writing</td>
<td>1.0</td>
</tr>
<tr>
<td>13</td>
<td>ENC1011 English Composition II</td>
<td>4.0</td>
</tr>
<tr>
<td>14</td>
<td>CAR2002 Career Module III: Résumé Fundamentals</td>
<td>1.0</td>
</tr>
<tr>
<td>15</td>
<td>CAR1001 Career Module I: Personal Branding</td>
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</tr>
<tr>
<td>16</td>
<td>CAR1002 Career Module II: Career Research</td>
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<tr>
<td>17</td>
<td>CAR1003 Career Module III: Career Strategy and Planning</td>
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<tr>
<td>18</td>
<td>CAR1004 Career Module IV: Career Strategy</td>
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</tr>
<tr>
<td>20</td>
<td>CAR1006 Career Module VI: Career Strategy</td>
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</tbody>
</table>

**TOTAL CREDIT HOURS:** 116

**TOTAL WEEKS:** 47
Public Relations
Graduate Degree Program - Online

OVERVIEW
Throughout the Public Relations master of arts degree program, students will examine how new social tools and communication channels have changed the idea of what it means to be a public relations professional. Students will learn how to leverage social media in order to launch powerful dialogues with an organization’s consumers and advocates. Along with learning the new digital tools, the Public Relations master’s program will give students a solid foundation in traditional PR. Students will gain a solid grasp of how to plan, research, execute, and evaluate effective PR media plans. During the course of the program and in preparation for their final thesis project, students will build a website and social channels from the ground up, fostering their own professional reputation and audience throughout the degree program.

MASTERS’S OBJECTIVE
The Internet and new media channels have had a profound impact on the field of public relations. The rise of participatory media such as blogs, Twitter, and content-sharing sites has challenged the traditional ideal of who is a journalist–dramatically altering how publicists and PR professionals engage to share their stories. In addition to traditional news media, today’s PR professionals must also identify and altering how publicists and PR professionals engage to share their stories. In addition to traditional news media, today’s PR professionals must also identify and

Effective PR messages are informative, newsworthy, and interesting—but not to everyone and not all the time. Online PR professionals must compete with a broad social media world.

The Public Relations master of arts degree program is designed to provide students with a solid understanding of traditional PR methods and a hands-on understanding of the latest new social tools, communication channels, technologies, trends, and best practices. The 12-month program is focused on developing new understandings of the latest new social tools, communication channels, technologies, with a practical working knowledge of traditional PR methods and a hands-on practical working knowledge of traditional PR methods and a hands-on understanding of digital marketing strategies.

Students will gain a solid grasp of how to plan, research, execute, and evaluate effective PR media plans. During the course of the program and in preparation for their final thesis project, students will build a website and social channels from the ground up, fostering their own professional reputation and audience throughout the degree program.

OVERVIEW
Full Sail University began in 1979 as a recording school. Since then, developments in the recording industry have created new opportunities to build upon the university’s foundational recording curriculum. Beyond just teaching you how to capture an artist’s sound in the studio, Full Sail University’s Recording Arts curriculum encompasses analog and digital recording, live music production, and audio postproduction for film, television, and video games. From acoustic principles, amplification technology, and signal flow to interactive audio, sequencing techniques, and sound-effect design, this program covers the many different procedures, formats, and applications found in the recording arts world. By working with the same gear found in some of the finest professional studios, you will gain the confidence and skills needed to succeed in these environments after graduation.

In addition to music production skills and techniques, you will also learn physical science, professional writing, critical listening, art history, and how to prepare yourself for the music industry. The Recording Arts curriculum also offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Furthermore, with career-development modules woven throughout the curriculum, the Recording Arts programs provide you with systematic opportunities to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will assist you with the transition into the entertainment and media industries.

A team of Career Development professionals will be available to help you polish your interviewing skills and résumé and get you ready to enter the job market. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

Online
Chronological Course Schedule by Months

<table>
<thead>
<tr>
<th>MONTH</th>
<th>CODE</th>
<th>COURSE</th>
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<td>PBR624</td>
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<td>PBR625</td>
<td>Legal Aspects of Media</td>
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<td>PBR630</td>
<td>Innovation Public Relations Tools and Resources</td>
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<td>PBR635</td>
<td>Social Media Metrics and ROI</td>
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<td>PBR640</td>
<td>Market and Consumer Research Analysis</td>
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<td>PBR645</td>
<td>Media Relations</td>
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<td>9</td>
<td>PBR650</td>
<td>Events Marketing and Production</td>
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<td>PBR655</td>
<td>Separation Management Strategies</td>
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<td>The Online Media Stars</td>
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<tr>
<td>12</td>
<td>PBR665</td>
<td>Public Relations Final Project and Thesis</td>
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TOTAL CREDIT HOURS: 32
TOTAL WEEKS: 48

ASSOCIATE’S OBJECTIVE
The goal of the Recording Arts Bachelor of Science degree program is to provide you with the focused skills and knowledge of audio engineering needed to qualify for entry-level industry positions as recording engineers, mix engineers, postproduction and game audio engineers, digital audio workstation operators and programmers, music/effects/dialogue editors, live-production engineers, and a variety of other positions in the audio industry.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.

BACHELOR’S OBJECTIVE
The goal of the Recording Arts Bachelor of Science degree program is to provide you with the focused skills and knowledge of audio engineering needed to qualify for entry-level industry positions as recording engineers, mix engineers, postproduction and game audio engineers, digital audio workstation operators and programmers, music/effects/dialogue editors, live-production engineers, and a variety of other positions in the audio industry.

In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.

FELLSAILUNIVERSITY
**Recording Arts**

**Campus**

**Chronological Course Schedule by Months**

<table>
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<th>MONTH</th>
<th>CODE</th>
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<th>CREDIT HOURS</th>
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<td>REC4414</td>
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<td>11</td>
<td>REC3514</td>
<td>Critical Listening</td>
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<td>CAR4002 Career Module VII: Job Interview</td>
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**ASSOCIATE’S TOTAL CREDIT HOURS:** 60

**BACHELOR’S TOTAL CREDIT HOURS:** 120

**ASSOCIATE’S TOTAL WEEKS:** 80

**BACHELOR’S TOTAL WEEKS:** 160

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* This specific course is offered online. Please see course description for details.

† This specific course uses the Florida Statewide Course Numbering System (SCNS).

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**Show Production**

**Undergraduate Degree Program - Campus**

**OVERVIEW**

Our Show Production curriculum provides you with practical and technical skills to prepare for a career in the live-event field of your choice—whether it is the concert and touring market, corporate productions, conventions, audiovisual installations, or other disciplines. You will become immersed in the world of contemporary audio, lighting, video, and concert media design while learning the theories and principles behind these components and getting an intensive and immersive experience with a wide assortment of gear used by professionals in the industry.

Once you are comfortable with production concepts in a classroom setting, you will be able to put your skills to the test in real-world scenarios by collaborating with a live band to design, produce, and manage a full-scale show. You will be able to maintain order when both technical and creative issues arise and ensure that things run smoothly. In addition to show production-specific skills, you will also have courses focusing on physical science, professional writing, leadership, and how to prepare yourself for a career in live-event production.

The Show Production curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you with the transition into the entertainment and media industries.

A team of Career Development professionals will be available to help you polish your interviewing skills and résumé and get you ready to enter the job market. In addition, our Career Development advisories and services will be available for support and assistance throughout your career—not just while you are a student.

**ASSOCIATE’S OBJECTIVE**

The goal of the Show Production Associate of Science degree program is to provide you with the focused knowledge and understanding of live-event production needed to qualify for entry-level industry positions in mass communication, television, video and multimedia, automated lighting, concert touring, and audio measurement system analysis. Additional skills you acquire in live-event production will broaden your opportunities in related media fields.

In addition to technical proficiency and creative development, your education will help you develop critical thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.

**BACHELOR’S OBJECTIVE**

The goal of the Show Production Bachelor of Science degree program is to provide you with the focused knowledge and understanding of live-event production needed to qualify for entry-level industry positions in sound reinforcement, lighting, live video and multimedia, automated lighting, concert touring, and audio measurement system analysis. Additional skills you acquire in live-event production will broaden your opportunities in related media fields.

In addition to technical proficiency and creative development, your education will help you develop critical thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.
## Simulation & Visualization

### Undergraduate Degree Program - Campus

**OVERVIEW**

In today's digital world, simulation and visualization technologies have become widespread throughout many industries for engineering, science, training, and entertainment purposes. From creating computer models for understanding complex data to developing virtual environments for gaming, simulation and visualization technologies solve challenging problems, enable learning, and provide visual insight into abstract problems and ideas. The Simulation & Visualization curriculum was designed to create future engineers who will develop simulation and visualization systems for the twenty-first century. It was also designed to provide you with the technical and critical-thinking skills needed to study, design, develop, and test simulation and visualization systems.

Furthermore, the curriculum allows you to develop your programming skills with hands-on experience in the engineering of simulation and visualization systems. You are trained using real-world approaches and emerging technologies to keep pace with this dynamic industry and prepare you for success in the twenty-first century. In addition to developing your technical expertise and subject knowledge, the Simulation & Visualization curriculum is designed to develop your creativity. You will learn strategies for engineering simulations and visualizations and apply those methods to develop unique engineering projects of your own.

The Simulation & Visualization curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you with the transition into the entertainment and media industries.

To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and resume. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

### ASSOCIATE’S OBJECTIVE

The goal of the Simulation & Visualization Associate of Science degree program is to develop programmers and future engineers with the creative and critical-thinking skills and technical expertise required to produce simulations and visualizations based on real-world needs and applications. You will learn how to test and validate these simulations and visualizations, allowing you to display the skills needed to work in this new and emerging industry. The curriculum in this degree program encompasses courses that address programming, simulation electronics, visualization software, artificial intelligence, 3-D rendering, behavior modeling, mission-critical systems, analysis methods, leveraging content libraries, and simulation environments. This program is designed to prepare you to engage in constructive simulations and visualizations for training and entertainment applications. Graduates of the Simulation & Visualization Associate of Science degree program will be prepared to enter the workforce as entry-level programmers, developers, scripters, and quality-assurance testers.

### BACHELOR’S OBJECTIVE

The goal of the Simulation & Visualization Bachelor of Science degree program is to develop engineers with the creative and critical-thinking skills and technical expertise required to produce simulations and visualizations based on real-world needs and applications. You will learn how to test and validate these simulations and visualizations, allowing you to display the skills needed to work in this new and emerging industry. The curriculum in this degree program encompasses courses that address programming, simulation electronics, visualization software, artificial intelligence, 3-D rendering, behavior modeling, mission-critical systems, analysis methods, leveraging content libraries, and simulation environments. This program is designed to prepare you to engage in constructive simulations and visualizations for training and entertainment applications. Graduates of the Simulation & Visualization Bachelor of Science degree program will be prepared to enter the workforce as entry-level simulation and visualization engineers.
ASSOCIATE'S OBJECTIVE
In addition to a foundational understanding of programming skills, today’s software developers require a breadth of knowledge and skills to compete in this dynamic industry. The goal of the Software Development Bachelor of Science degree program is to develop your coding and production capabilities and prepare you for entry-level programming positions in this field, such as programmer, junior software developer, tool programmer, quality assurance tester, and a variety of others. Through project-based learning, you will be able to create your own coding and software development projects and articulate and deliver these projects through appropriate communication strategies.

BACHELOR'S OBJECTIVE
In addition to a foundational understanding of programming skills, today’s software developers require a breadth of knowledge and skills to compete in this dynamic industry. The goal of the Software Development Bachelor of Science degree program is to develop your coding and production capabilities and prepare you for entry-level positions in this field, such as software engineer, software quality engineer, UI developer, computer applications engineer, and a variety of others. It is also a goal of the program to encourage lifelong learning and critical-thinking skills through threaded research, analysis, and professional development. Through project-based learning, you will be able to create your own software-application project and articulate and deliver this project through appropriate communication strategies and business models.

ASSOCIATE'S TOTAL CREDIT HOURS: 60
BACHELOR'S TOTAL CREDIT HOURS: 120
BACHELOR'S TOTAL WEEKS: 80
ASSOCIATE'S TOTAL WEEKS: 40
ASSOCIATE'S TOTAL WEEKENDS: 0
BACHELOR'S TOTAL WEEKENDS: 0

The Software Development curriculum familiarizes you with the complex and ever-changing world of today’s software developers and software engineers. The goal of this curriculum is to educate you on the design, development, and implementation of software-based solutions and other software products for the business, entertainment, and consumer markets. To achieve this goal, the curriculum is designed to provide you with a comprehensive understanding of programming languages and skills, software-design skills, and various software development methodologies. You will engage in software development and application creation by participating in various projects throughout the degree program that will equip you to understand the differences between small programming projects and large-enterprise software-systems projects. Through this hands-on curriculum, you will also be able to design and develop your own software project for emerging technologies. Furthermore, you will gain the critical-thinking and professional skills necessary for effective software development.

The Software Development Bachelor curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you with the transition into the entertainment and media industries. To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and résumé. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

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ASSOCIATE'S OBJECTIVE

The central goal of the Sportscasting Associate of Science degree program is to provide you a comprehensive grasp of the core elements of sports and media storytelling. You will develop refined skills in sports communication and sports journalism for presenting content through various media platforms. The degree program outlines the traits that have defined successful sportscasters and leaders throughout the radio, television, and digital eras of sports presentation and provides you with a relevant and comprehensive project-based learning experience that will help you with the transition into the world of professional sports-content storytelling. The Sportscasting curriculum presents how new communication technologies are altering the way audiences consume content. By promoting responsiveness and distinction, this degree equips you to grow within this arena and connect with modern sports fans. Sports media companies have expanded to reach audiences through a wider array of communication platforms—social, mobile, digital, and virtual. Sports audiences that used to share only a few traditional platforms are becoming more varied and specific across the available methods for consuming media. Because of this changing landscape of the sports industry, creative professionals are in growing demand who understand new communication technologies and the communities who utilize them.

ASSOCIATE'S OBJECTIVE

The central goal of the Sportscasting Associate of Science degree program is to provide you a comprehensive grasp of the core elements of sports and media storytelling. You will develop refined skills in sports communication and sports journalism for presenting content through various media platforms. The degree program outlines the traits that have defined successful sportscasters and leaders throughout the radio, television, and digital eras of sports presentation and provides you with a relevant and comprehensive project-based learning experience that will help you with the transition into the world of professional sports-content storytelling. The Sportscasting curriculum presents how new communication technologies are altering the way audiences consume content. By promoting responsiveness and distinction, this degree equips you to grow within this arena and connect with modern sports fans. Sports media companies have expanded to reach audiences through a wider array of communication platforms—social, mobile, digital, and virtual. Sports audiences that used to share only a few traditional platforms are becoming more varied and specific across the available methods for consuming media. Because of this changing landscape of the sports industry, creative professionals are in growing demand who understand new communication technologies and the communities who utilize them. The evolving demands of the sports-content presentation field require you to first have a firm grasp of the core elements of storytelling. These elements remain applicable to sports media across the board, whether it is among twenty-first-century platforms such as virtual reality experiences, game systems, and mobile devices or traditional platforms such as radio and television. You will explore the fundamentals of understanding audiences, multimedia storytelling, studio production, and broadcasting for advanced technology. The curriculum also provides you with practical opportunities to develop your personal style in storytelling, and delivering content. This project-based curriculum will culminate with the creation and production of your own demo reel to position you for your entrance into the industry. The Sportscasting curriculum offers targeted project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career development modules are also woven throughout the curriculum, providing systematic opportunities for you to develop your talents and practice your delivery for your future career. These modules focus on strengthening a variety of relevant career skills and professional strategies that will help you with the transition into the world of professional sports-content storytelling. To help you move toward your desired career, our industry experts serving as faculty associate will guide you in the development and review of your demo reel. Our Career Development department also has a team of professionals who will help you polish your interviewing skills and résumé. In addition, our Career Development department also has a team of professionals who translates these characteristics for sportscasters across twenty-first-century sports-media outlets. You will learn the fundamentals of traditional sports storytelling, such as clear writing and vocal communication, as well as more advanced content-creation and studio-production techniques and their applications to emerging technologies and communication channels. Completing this program will enable you to pursue career opportunities in sports media and sports presentation, including on-air and production positions for traditional news networks, digital sports channels, and new and developing platforms such as virtual game systems and virtual reality productions.

ASSOCIATE'S OBJECTIVE

The central goal of the Sportscasting Associate of Science degree program is to provide you a comprehensive grasp of the core elements of sports and media storytelling. You will develop refined skills in sports communication and sports journalism for presenting content through various media platforms. The degree program outlines the traits that have defined successful sportscasters and leaders throughout the radio, television, and digital eras of sports presentation and provides you with a relevant and comprehensive project-based learning experience that will help you with the transition into the world of professional sports-content storytelling. The Sportscasting curriculum presents how new communication technologies are altering the way audiences consume content. By promoting responsiveness and distinction, this degree equips you to grow within this arena and connect with modern sports fans. Sports media companies have expanded to reach audiences through a wider array of communication platforms—social, mobile, digital, and virtual. Sports audiences that used to share only a few traditional platforms are becoming more varied and specific across the available methods for consuming media. Because of this changing landscape of the sports industry, creative professionals are in growing demand who understand new communication technologies and the communities who utilize them. The evolving demands of the sports-content presentation field require you to first have a firm grasp of the core elements of storytelling. These elements remain applicable to sports media across the board, whether it is among twenty-first-century platforms such as virtual reality experiences, game systems, and mobile devices or traditional platforms such as radio and television. You will explore the fundamentals of understanding audiences, multimedia storytelling, studio production, and broadcasting for advanced technology. The curriculum also provides you with practical opportunities to develop your personal style in storytelling, and delivering content. This project-based curriculum will culminate with the creation and production of your own demo reel to position you for your entrance into the industry. The Sportscasting curriculum offers targeted project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career development modules are also woven throughout the curriculum, providing systematic opportunities for you to develop your talents and practice your delivery for your future career. These modules focus on strengthening a variety of relevant career skills and professional strategies that will help you with the transition into the world of professional sports-content storytelling. To help you move toward your desired career, our industry experts serving as faculty associate will guide you in the development and review of your demo reel. Our Career Development department also has a team of professionals who will help you polish your interviewing skills and résumé. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.
## Undergraduate Degree Program - Campus & Online

### Bachelor’s Program

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**Bachelor's Total Credit Hours: 120**

**Bachelor's Total Weeks: 80**

**Associate's Total Credit Hours: 60**

**Associate's Total Weeks: 40**

### Associate’s Program

1. **Creative Presentation**: Design and produce original content on multiple platforms. Completing the Sports Marketing & Media Associate of Science degree program is to help you develop and refine skills in marketing and technology, which will be valuable for all forms of engagements—communication, revenue generation, event operations, marketing, and business development—within the field of sports business. The degree program focuses on ways that you can maximize the connection between fans, teams, brands, and athletes, and you will learn how to utilize the principles of marketing in a sports-specific context while implementing original content on multiple platforms. Completing the Sports Marketing & Media Bachelor of Science degree program will enable you to pursue new and emerging entry-level professional pathways in the field of sports business, including positions such as event coordinator, sports sales associate, client relations supervisor, live events marketing manager, media content producer, and many more.

### BACHELOR’S OBJECTIVE

The objective of the Sports Marketing & Media Bachelor of Science degree program is to help you develop and refine skills in marketing and technology, which will be valuable for all forms of engagements—communication, revenue generation, event operations, marketing, and business development—within the field of sports business. The degree program focuses on ways that you can maximize the connection between fans, teams, brands, and athletes, and you will learn how to utilize the principles of marketing in a sports-specific context while implementing original content on multiple platforms. Completing the Sports Marketing & Media Bachelor of Science degree program will enable you to pursue new and emerging entry-level professional pathways in the field of sports business, including positions such as event coordinator, sports sales associate, client relations supervisor, live events marketing manager, media content producer, and many more.

### ASSOCIATE’S OBJECTIVE

The objective of the Sports Marketing & Media Associate of Science degree program is to help you develop and refine skills in marketing and technology, which will be valuable for all forms of engagements—communication, revenue generation, event operations, marketing, and business development—within the field of sports business. The degree program focuses on ways that you can maximize the connection between fans, teams, brands, and athletes, and you will learn how to utilize the principles of marketing in a sports-specific context while implementing original content on multiple platforms. Completing the Sports Marketing & Media Associate of Science degree program will enable you to pursue new and emerging entry-level professional pathways in the field of sports business, including positions such as event coordinator, sports sales associate, client relations supervisor, live events marketing manager, media content producer, and many more.

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* The Sports Marketing & Media Bachelor of Science degree program is offered through Full Sail University, a private institution that is not affiliated with any religious organization.**
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**Bachelor’s Total Credit Hours:** 120

**Associate’s Total Credit Hours:** 60

**Bachelor’s Total Weeks:** 116

**Associate’s Total Weeks:** 64

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**FULL SAIL UNIVERSITY DEGREE PROGRAMS**

**Sports Marketing & Media**

**Bachelor’s Program**

**Overviews**

Full Sail University’s Web Design & Development curriculum focuses on the design, usability, coding, and programming needed to integrate and deploy modern websites and web applications. You will begin to unlock the secrets of effective web design and development in all of their forms by designing, coding, and publishing standards-based web content for a variety of formats. To develop web-based solutions that are dynamic and engaging, you will use industry-standard tools, including modern client-side and server-side languages, relational and nonrelational database structures, and frameworks used in modern web stacks. You will learn to develop content for a wide range of devices, including desktops, laptops, smartphones, tablets, and other branches of the expanding realm of mobile devices. Each of your acquired skills will be used to create real-world projects and develop a well-rounded portfolio. In addition to gaining experience and completing assignments aimed at making you a well-rounded web designer and developer, you will also have courses focusing on communication skills, English composition, professional presentation, art history, and how to prepare yourself to enter the web design and development industry.

The Web Design & Development curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future. These modules focus on strengthening different career skills and professional strategies that will help you with the transition into the entertainment and media industries.

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**Associate’s Program**

The goal of the Web Design & Development Bachelor of Science degree program is to provide you with the focused knowledge and understanding of web development and production needed to qualify for industry positions such as web designer, developer, and programmer. Additional skills you will acquire in customer relations, copyright law, and corporate branding will broaden your opportunities for a variety of positions in the industry. In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.

**Bachelor’s Objective**

The goal of the Web Design & Development Bachelor of Science degree program is to provide you with the focused knowledge and understanding of web development and production needed to qualify for industry positions such as web designer, developer, and programmer. Additional skills you will acquire in customer relations, copyright law, and corporate branding will broaden your opportunities for a variety of positions in the industry. In addition to technical proficiency and creative development, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.

**Bachelor’s Program**

**Overview**

Full Sail University’s Web Design & Development curriculum focuses on the design, usability, coding, and programming needed to integrate and deploy modern websites and web applications. You will begin to unlock the secrets of effective web design and development in all of their forms by designing, coding, and publishing standards-based web content for a variety of formats. To develop web-based solutions that are dynamic and engaging, you will use industry-standard tools, including modern client-side and server-side languages, relational and nonrelational database structures, and frameworks used in modern web stacks. You will learn to develop content for a wide range of devices, including desktops, laptops, smartphones, tablets, and other branches of the expanding realm of mobile devices. Each of your acquired skills will be used to create real-world projects and develop a well-rounded portfolio. In addition to gaining experience and completing assignments aimed at making you a well-rounded web designer and developer, you will also have courses focusing on communication skills, English composition, professional presentation, art history, and how to prepare yourself to enter the web design and development industry.

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### Undergraduate Degree Program - Web Design & Development

#### Bachelor's Program

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**BACHELOR'S TOTAL CREDIT HOURS:** 120

**BACHELOR'S TOTAL WEEKS:** 64

**ASSOCIATE'S TOTAL CREDIT HOURS:** 60

**ASSOCIATE'S TOTAL WEEKS:** 40

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**TOTAL CREDIT HOURS:** 120

**TOTAL WEEKS:** 64

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**OVERVIEW**

The Extended Studies Internship Program is designed to give students an opportunity to apply what they learned during a comprehensive, hands-on working experience in a real-world environment. Participants will gain a solid understanding of their chosen field.

**OBJECTIVE**

This program is offered as a free, optional service to qualified students and is available to any Full Sail University graduate in good standing. Upon successful completion of the Extended Studies Internship program, a certificate of completion is issued. This optional, no-cost internship opportunity represents Full Sail’s effort to continue the expansion of educational services to our students and the industry.
Courses OF STUDY & Certificate PROGRAMS
Digital Marketing Graduate Certificate Program - Online

OVERVIEW
Full Sail University’s Digital Marketing Graduate Certificate provides specific knowledge that can help you excel in competitive job fields. The certificate is comprised of several courses taken from our Digital Marketing master’s degree program and is offered online to fit the schedule of working industry professionals. A bachelor’s degree is a prerequisite for any of Full Sail’s Graduate Certificates. It’s more important than ever for a marketing professional to understand the possibilities and limitations of digital media and how to best employ sound marketing fundamentals in this rapidly changing technological landscape. The courses in the Digital Marketing Graduate Certificate provide an introductory exploration of digital marketing methodologies, analytics, marketing analysis, and new media.

<table>
<thead>
<tr>
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TOTAL CREDIT HOURS: 12.5
TOTAL WEEKS: 16

Audio Production Undergraduate Certificate Program - Online

OVERVIEW
Recent developments in the recording industry have created new opportunities to build upon Full Sail University’s foundational recording curriculum. Changes in technology have restructured the industry, making audio production the domain of independent recording engineers, editors, vocal specialists, and other craftspeople who work in small facilities and project studios.

The Audio Production undergraduate certificate program introduces students to the knowledge, skills, and attitudes necessary to conduct business as independent audio creators. The certificate’s curriculum encompasses audio basics, listening skills, recording technology, and sequencing. The program focuses on providing professional development training for active audio professionals who seek to enhance their capabilities and credentials as well as aspiring audio professionals looking to enter the discipline.

OBJECTIVE
The Audio Production undergraduate certificate program will provide students with a foundational knowledge of the audio production process. Students will be equipped with basic skills in recording and sequencing as well as an understanding of computer-based, project studio production—a rapidly emerging field in the professional audio industry. Upon completion of this certificate program, the knowledge and skills gained will enhance the craft and marketability of existing and aspiring audio professionals alike.

<table>
<thead>
<tr>
<th>MONTH</th>
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TOTAL CREDIT HOURS: 18
TOTAL WEEKS: 20
INTENSIVE ENGLISH

MISSION STATEMENT
The mission of Intensive English is to provide a unique, entertainment centered, mobile-learning environment that prepares students for whom English is an additional language for success in postsecondary academic settings and future careers in their chosen industry.

OVERVIEW
Full Sail University’s Intensive English courses of study focus on the language skills tested in university-recognized, language proficiency exams. They also introduce students to the entertainment and media industry. Students do not need to be proficient in the English language to participate.

If you are seeking a way to build your English language skills while preparing for an educational path in entertainment and media, Full Sail’s Intensive English courses can teach you English in a creative, immersive way that fits in with your academic goals.

Over an intensive nine-month period, you’ll build your skills in reading, writing, listening, and speaking using rich multimedia learning tools. You’ll demonstrate your abilities through creative projects and exercises – including movies, songwriting, blogging, podcasts, art, and more.

As you learn and create within Full Sail’s diverse facilities, you’ll explore various industry branches such as entertainment, art, video games, and business. You will have opportunities to interact with faculty and students, as well as industry guests and graduates, which will enhance your English fluency and comprehension.

You’ll also learn strategies that will enable you to confidently participate in further university programs and academic study. The creative, interdisciplinary approach of the Intensive English courses will allow you to become immersed in Full Sail’s culture from day one, giving you a comfortable transition into your next educational journey.

COURSES OF STUDY

<table>
<thead>
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TOTAL CREDIT HOURS: 36
TOTAL WEEKS: 36

* This curriculum is tailored for students who want to pursue studies in entertainment and media. It is not a stand-alone English language program.

INSTRUCTIONAL DESIGN & TECHNOLOGY

OVERVIEW
Full Sail University's Instructional Design & Technology Graduate Certificate will give you specific knowledge that can help you excel in competitive job fields. The certificate is comprised of several courses taken from our Instructional Design & Technology Master’s Degree Program and is offered online to fit the schedule of working industry professionals. A bachelor's degree is a prerequisite for any of Full Sail’s Graduate Certificates.

Today’s students are digital natives born at a time where technology is integrated into every aspect of their lives. To connect with them, teachers need to create innovative and inspirational environments that bridge the gap between traditional education and the ever-expanding realm of technology and media, to allow students to learn and grow.

You’ll learn to utilize media creation tools and technology to create video presentations, media assets, and more, and you’ll study how to incorporate video games, music, and educational multimedia in your classroom. By engaging today’s digital natives using the technology they use every day outside the classroom, you’ll be able to create a more collaborative atmosphere inside your classroom.

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TOTAL CREDIT HOURS: 12
TOTAL WEEKS: 16

* This curriculum is tailored for students who want to pursue studies in entertainment and media. It is not a stand-alone English language program.

FULL SAIL UNIVERSITY

COURSES OF STUDY

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TOTAL CREDIT HOURS: 36
TOTAL WEEKS: 36

* This curriculum is tailored for students who want to pursue studies in entertainment and media. It is not a stand-alone English language program.

FELL SAIL UNIVERSITY
Media Communications
Undergraduate Certificate Program - Online

OVERVIEW

Skilled communicators are needed within every industry – and especially within the world of entertainment and media. Communications professionals can wear many hats – from creating a social media presence to creating a compelling brand aesthetic – but their common thread is a deep understanding of how to interpret, craft, and relay messages for different audiences.

In the Media Communications undergraduate certificate, your coursework will begin with an introduction to digital media, as well as the fundamentals of communication. You’ll familiarize yourself with new media technology and theories of aesthetics and communication, and learn the workflow processes involved in creating your personal brand.

At the heart of good media communications is good storytelling. This program will introduce you to the several narratives found throughout the media industry. You’ll learn to appreciate and create an appealing media aesthetic for a variety of digital formats. Using digital media creation tools, you’ll develop your personal brand and professional digital presence that will make you stand out to prospective employers.

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<thead>
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TOTAL CREDIT HOURS: 16
TOTAL WEEKS: 32

Certificate
Online
Chronological Course Schedule by Months
Active Duty Military Tracks
ASSOCIATES OBJECTIVE
The Game Design Associate of Science degree program will focus on the knowledge and understanding of game development necessary to be successful in qualifying for entry-level design and production positions. Completion of this degree program will greatly enhance your ability to work in the fast-paced environment of a game studio in an entry-level production role. The curriculum in this program develops your project and team-management abilities, production skills, and game design knowledge. In addition, this program will give you the mathematical foundations for successful programming and game development.
Upon completion of the Game Design Associate of Science degree program, you will be prepared to qualify for entry-level industry positions in game design, game testing, interactive design, and a variety of other fields in the game and entertainment industries.
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**TOTAL CREDIT HOURS:** 60

**TOTAL WEEKS:** 176

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**ASSOCIATE’S OBJECTIVE**

Dramatic changes in communication and technology have influenced every aspect of human culture, including family life, politics, business, international relations, religion, education, entertainment, and recreation. The Media Communications Associate of Science degree program prepares you to recognize, embrace, and strategically manage the inevitable changes in the media landscape. You will acquire the skills you need to best utilize today’s media, share knowledge and information, and maximize audience response. You will practice proper research methods, learn the theories and practices of communication, and learn how to edit for the web. Changes in the media industry are contemplated and reflected throughout the degree program's curriculum.

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**OVERVIEW**

The Media Communications curriculum at Full Sail University prepares you with extensive knowledge to understand and contribute to the field of media communications and to use new media communication technologies. You will survey critical approaches to contemporary media-related issues and communication theory while working within a project-based learning curriculum. You will be immersed in a supportive environment that fosters the development of the strategies and skills necessary to succeed in today’s dynamic media industries.

The courses in the Media Communications curriculum are designed to prepare you for a wide variety of careers in media and associated fields where media knowledge and skills are an integral part of their operations. The Media Communications curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. With career development modules woven throughout the curriculum, the Media Communications programs also provide you with systematic opportunities to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will assist you with the transition into the entertainment and media industries.

To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and résumé. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are student.
Teams, companies, and organizations in the field of sports business are rapidly moving into social, mobile, and digital spaces while targeting opportunities to create content, control their messages, generate revenue, and create fan branding. These businesses are realizing that as the digital universe expands, they can connect with their respective clients and fan bases in a much more intimate way than has ever been possible. Because of this, the sports-business industry has a universal need for creative professionals who understand and utilize technology and are able to communicate the information derived from it.

The Sports Marketing & Media curriculum provides opportunities for you to contribute to the new demands of the evolving field of sports business, particularly from a position where digital art, design, communication, distribution, and marketing intersect. This curriculum will also provide you with a fundamental understanding of how marketing and content creation are becoming more integrated into the everyday operations of sports businesses. Furthermore, the curriculum provides practical, real-time opportunities for you to create, distribute, and market content, and includes topics such as social-media marketing, sports-business models, mobile technology, sports sales and sponsorships, intellectual property, and cultural studies. This collaborative, project-based curriculum culminates with you creating and producing a targeted sports-business marketing campaign for a self-selected company such as a team, league, university, or marketer.

The Sports Marketing & Media curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you with the transition into the entertainment and media industries. To help you move toward your desired career, the Career Development department has a team of professionals who will help you polish your interviewing skills and résumé. In addition, our Career Development advisors and services will be available for support and assistance throughout your career—not just while you are a student.

### ASSOCIATE’S OBJECTIVE

The objective of the Sports Marketing & Media Associate of Science degree program is to help you develop and refine skills in marketing and technology, which will be valuable for all forms of engagement—communication, revenue generation, event operations, marketing, and business development—within the field of sports business. The degree program focuses on ways that you can maximize the connection between fans, teams, brands, and athletes, and you will learn how to utilize the principles of marketing in a sports-specific context while implementing original content on multiple platforms.

Completing the Sports Marketing & Media Associate of Science degree program will enable you to pursue new and emerging entry-level professional pathways in the field of sports business, including positions such as marketing coordinator, marketing analyst, marketing specialist, branding associate, and many others.

<table>
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**TOTAL CREDIT HOURS: 60**
**TOTAL WEEKS: 176**

† This specific course uses the Florida Statewide Course Numbering System (SCNS).
Completion PROGRAMS
**COMPLETION PROGRAMS**

**FULL SAIL UNIVERSITY**

**Audio Arts Bachelor of Science Completion Program - Campus & Online**

### Overview

The Audio Arts Bachelor of Science program is designed to develop the knowledge and skills of audio professionals in the entertainment and media industries. The program focuses on recording arts, music business, and audio production and provides students with a strong foundation of academic and hands-on coursework. After you complete the core Audio Arts curriculum, you will have the opportunity to choose a concentration in Music Production, Audio Production, Show Production, or Recording Arts.

The Audio Arts curriculum offers a comprehensive, project-based learning experience throughout your academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you transition into the entertainment and media industries.

**Objective**

Our goal is to provide you with a focused knowledge and understanding of essential recording arts and audio production skills to enhance your ability to qualify for entry-level industry positions, including audio recordist, project studio engineer, music editor, digital audio workstation operator, music supervisor, and more. In addition to academic mastery, technical proficiency, and creative development, it is our goal to help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.

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</table>
OVERVIEW
The Business Bachelor of Science program is designed to develop the knowledge and skills of business professionals in the entertainment and media industries. The program focuses on business management, marketing, and public relations and provides students with a strong foundation of academic and hands-on coursework. After you complete the core Business curriculum, you will have the opportunity to choose a concentration in Entertainment Business, Music Business, Sports Marketing and Media, or Digital Marketing.

The Business curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you transition into the entertainment and media industries.

OBJECTIVE
Our goal is to provide you with a focused knowledge and understanding of essential business and management skills to enhance your ability to qualify for entry-level industry positions, including marketing analyst, brand ambassador, promotions manager, public relations assistant, digital marketing strategist, and a variety of other entertainment business positions in the fields of film, music, digital media, broadcasting, and gaming. In addition to academic mastery, technical proficiency, and creative development, it is our goal to help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.

Program Core Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENC305</td>
<td>Professional Writing</td>
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<tr>
<td>CMB202</td>
<td>Data Analysis and Reporting</td>
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</tr>
<tr>
<td>CMB211</td>
<td>Digital Analysis and Reporting</td>
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</tr>
<tr>
<td>ACB220</td>
<td>Business Accounting</td>
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</tr>
<tr>
<td>WSP2112</td>
<td>Leadership and Organizational Behavior</td>
<td>4.0</td>
</tr>
<tr>
<td>CMB289</td>
<td>Project and Portfolio V Business</td>
<td>3.0</td>
</tr>
<tr>
<td>CMB295</td>
<td>Career Module IV</td>
<td>1.0</td>
</tr>
<tr>
<td>CMB289</td>
<td>Project and Portfolio V Business</td>
<td>3.0</td>
</tr>
<tr>
<td>CMB295</td>
<td>Career Module IV</td>
<td>1.0</td>
</tr>
<tr>
<td>CMB289</td>
<td>Project and Portfolio V Business</td>
<td>3.0</td>
</tr>
<tr>
<td>CMB295</td>
<td>Career Module IV</td>
<td>1.0</td>
</tr>
<tr>
<td>CMB289</td>
<td>Project and Portfolio V Business</td>
<td>3.0</td>
</tr>
<tr>
<td>CMB295</td>
<td>Career Module IV</td>
<td>1.0</td>
</tr>
<tr>
<td>CMB289</td>
<td>Project and Portfolio V Business</td>
<td>3.0</td>
</tr>
<tr>
<td>CMB295</td>
<td>Career Module IV</td>
<td>1.0</td>
</tr>
</tbody>
</table>

**TOTAL CREDIT HOURS: 120
TOTAL WEEKS: 40**

Program Concentrations

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS101</td>
<td>Business Law</td>
<td>0.0</td>
</tr>
<tr>
<td>BUS201</td>
<td>Business Technology and Design</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS265</td>
<td>Entrepreneur Business Models</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS314</td>
<td>Intellectual Property</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS407</td>
<td>Digital Analytics and Reporting</td>
<td>4.0</td>
</tr>
<tr>
<td>BUS423</td>
<td>Principles of Entrepreneurship</td>
<td>4.0</td>
</tr>
<tr>
<td>BUS425</td>
<td>Professional Selling</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS222</td>
<td>Corporate Strategy, Development, and Marketing</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS317</td>
<td>Display Advertising and Direct Marketing</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS314</td>
<td>Marketing Law and Contracts</td>
<td>4.0</td>
</tr>
<tr>
<td>BUS413</td>
<td>Mobile and Emerging Technology Marketing</td>
<td>4.0</td>
</tr>
<tr>
<td>BUS461</td>
<td>Principles of Online Campaign Development</td>
<td>4.0</td>
</tr>
<tr>
<td>BUS401</td>
<td>Search Engine Optimization</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS406</td>
<td>Social Media Marketing</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS391</td>
<td>Artist Management</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS379</td>
<td>Concert Management and Touring</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS373</td>
<td>Music Business Management</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS311</td>
<td>Music Business Models</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS308</td>
<td>Music Copyright and Publishing</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS303</td>
<td>Music Evaluation for Artists and Repertoire</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS301</td>
<td>Music Retail and Distribution</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS314</td>
<td>Marketing Law and Contracts</td>
<td>4.0</td>
</tr>
<tr>
<td>BUS300</td>
<td>Marketing Plans and Campaign Development</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS306</td>
<td>Mobile Technology and Marketing</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS302</td>
<td>Social Media and Sports Marketing</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS312</td>
<td>Sports Business Models</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS302</td>
<td>Sports Events and Entertainment</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS301</td>
<td>Sports Sales and Sponsorship</td>
<td>3.0</td>
</tr>
</tbody>
</table>
The Communications Bachelor of Arts program is designed to develop the knowledge and skills of communications professionals in the entertainment and media industries. The program focuses on transmedia writing, creative development, and storytelling and provides students with a strong foundation of academic and hands-on coursework. After you complete the core Communications curriculum, you will have the opportunity to choose a concentration in Media Communications or Creative Writing.

The Communications curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you transition into the entertainment and media industries.

**OBJECTIVE**

Our goal is to provide you with a focused knowledge and understanding of essential writing and communication skills to enhance your ability to qualify for entry-level industry positions, including new media strategist, social media manager, copywriter, editor, communications specialist, screenwriter, comic writer, and a variety of other careers in the communications field. In addition to academic mastery, technical proficiency, and creative development, it is our goal to help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.

<table>
<thead>
<tr>
<th>Code</th>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCM3153</td>
<td>New Media Tools</td>
<td>4.0</td>
</tr>
<tr>
<td>MCM3404</td>
<td>Editing for the Web</td>
<td>4.0</td>
</tr>
<tr>
<td>ART3006</td>
<td>Art History</td>
<td>4.0</td>
</tr>
<tr>
<td>MCM4429</td>
<td>New Media Formats</td>
<td>4.0</td>
</tr>
<tr>
<td>HIS3320</td>
<td>Historical Archetypes and Mythology</td>
<td>4.0</td>
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<tr>
<td>COM349</td>
<td>Project and Portfolio IV: Communications</td>
<td>3.0</td>
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<tr>
<td>CAR3001</td>
<td>Career Module IV</td>
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<tr>
<td>COM469</td>
<td>Project and Portfolio VI: Communications</td>
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<tr>
<td>CAR4001</td>
<td>Career Module VI</td>
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<tr>
<td>COM479</td>
<td>Project and Portfolio VII: Communications</td>
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<tr>
<td>CAR4002</td>
<td>Career Module VII</td>
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</tbody>
</table>

**TOTAL CREDIT HOURS:** 120

**TOTAL WEEKS:** 40
Computer Science
Bachelor of Science Completion Program - Campus & Online

OVERVIEW

The Computer Science Bachelor of Science program is designed to develop the knowledge and skills of technologists in the entertainment and media industries. The program focuses on database structures, database systems, and networking technologies and provides students with a strong foundation of academic and hands-on coursework. After you complete the core Computer Science curriculum, you will have the opportunity to choose a concentration in Mobile Development, Web Design and Development, or Cloud Technologies. The Computer Science curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you transition into the entertainment and media industries.

OBJECTIVE

Our goal is to provide you with a focused knowledge and understanding of essential information technology and computing skills to enhance your ability to qualify for entry-level industry positions. Depending on your concentration, these may include server administrator, application-systems specialist, hardware technician, mobile application designer, mobile application developer, web designer, web developer, and a variety of other positions in the entertainment, media, and information technology industries. In addition to academic mastery, technical proficiency, and creative development, it is our goal to help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.

Program Core Courses

<table>
<thead>
<tr>
<th>CODE</th>
<th>COURSES</th>
<th>CREDIT HOURS</th>
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<tbody>
<tr>
<td>WDS484</td>
<td>Advanced Database Structures</td>
<td>4.0</td>
</tr>
<tr>
<td>CTI632</td>
<td>Database Systems</td>
<td>3.0</td>
</tr>
<tr>
<td>STA206</td>
<td>Statistics</td>
<td>4.0</td>
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<tr>
<td>CTI631</td>
<td>Data Storage Systems</td>
<td>3.0</td>
</tr>
<tr>
<td>ART3006</td>
<td>Art History</td>
<td>4.0</td>
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<tr>
<td>TEC399</td>
<td>Project and Portfolio: Computer Science</td>
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<tr>
<td>CAR3001</td>
<td>Career Module IV</td>
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<tr>
<td>TEC459</td>
<td>Project and Portfolio: Computer Science</td>
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<td>CAR3002</td>
<td>Career Module V</td>
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<tr>
<td>TEC559</td>
<td>Project and Portfolio: Computer Science</td>
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<tr>
<td>CAR3003</td>
<td>Career Module VI</td>
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<tr>
<td>TEC659</td>
<td>Project and Portfolio: Computer Science</td>
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<tr>
<td>CAR3004</td>
<td>Career Module VII</td>
<td>1.0</td>
</tr>
</tbody>
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**TOTAL CREDIT HOURS: 120**
**TOTAL WEEKS: 40**
**OVERVIEW**

The Interactive Technology Bachelor of Science program is designed to develop the knowledge and skills of coding professionals in the entertainment and media industries. The program focuses on programming, human-computer interaction, and various engineering concepts and provides students with a strong foundation of academic and hands-on coursework. After you complete the core Interactive Technology curriculum, you will have the opportunity to choose a concentration in Game Development, Game Design, Software Development, or Simulation and Visualizations.

The Interactive Technology curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career-development modules are also woven throughout the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you transition into the entertainment and media industries.

**OBJECTIVE**

Our goal is to provide you with a focused knowledge and understanding of essential programming, engineering, and development skills to enhance your ability to qualify for entry-level industry positions. Depending on your concentration, these may include simulation and visualization engineer, software engineer, UI developer, computer applications engineer, game programmer, tool builder, engine builder, artificial-intelligence programmer, interface programmer, network programmer, and a variety of other positions in the entertainment and media industries. In addition to academic mastery, technical proficiency, and creative development, it is our goal to help you develop critical thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.

**Program Core Courses**

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>GDN4331</td>
<td>Game Design I</td>
<td>4.0</td>
</tr>
<tr>
<td>GDN3241</td>
<td>Game Design II</td>
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</tr>
<tr>
<td>GDN3842</td>
<td>Game Development</td>
<td>3.0</td>
</tr>
<tr>
<td>GDN3341</td>
<td>Game Mechanics</td>
<td>3.0</td>
</tr>
<tr>
<td>GDN3920</td>
<td>Game Systems Integration</td>
<td>3.0</td>
</tr>
<tr>
<td>GDN4632</td>
<td>Level Design</td>
<td>4.0</td>
</tr>
<tr>
<td>GDN4741</td>
<td>World Building</td>
<td>4.0</td>
</tr>
</tbody>
</table>

**TOTAL CREDIT HOURS: 120**

**TOTAL WEEKS: 40**
The Visual Arts Bachelor of Arts program is designed to develop the knowledge and skills of visual arts professionals in the entertainment and media industries. The program focuses on design and art theory, storytelling, and various aspects of media production and provides students with a strong foundation of academic and hands-on coursework. After you complete the core Visual Arts curriculum, you will have the opportunity to choose a concentration in Computer Animation, Graphic Design, Game Art, Digital Arts and Design, Digital Cinematography, or Film.

The Visual Arts curriculum offers threaded project and portfolio courses that provide you with a relevant and comprehensive project-based learning experience throughout your academic journey. Career development modules are also woven into the curriculum, providing systematic opportunities for you to prepare for your future career. These modules focus on strengthening different career skills and professional strategies that will help you transition into the entertainment and media industries.

OBJECTIVE
Our goal is to provide you with a focused knowledge and understanding of essential design and media production skills to enhance your ability to qualify for entry-level industry positions. Depending on your concentration, these may include graphic designer, animator, independent filmmaker, cinematographer, art director, assistant director, production manager, and other various positions in the visual arts. In addition to academic mastery, technical proficiency, and creative development, it is our goal to help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career in the entertainment and media industries.
Course DESCRIPTIONS
Course Descriptions

DGT441 - Advanced Entertainment Law
This course explores advanced topics related to entertainment contract law, especially as it applies to music, film, television, and other forms of media. Students will learn how to negotiate and draft contracts, as well as how to protect and exploit rights within the entertainment industry. The course will focus on realism while adhering to the requirements of a motion-graphics project. Student groups will explore special effects, image compositing, and其它 advanced techniques used in the professional game industry. The course is taught in the Database Structures course.

GDD245 - Advanced Audio Workstations
In the Advanced Audio Workstations course, students will refine their mixing skills as they produce, monitor, and mix audio from various sources. Students will explore the following: affiliate marketing, email marketing, global marketing, social media marketing, and search engine marketing. A thorough understanding of its nature and scope. This course teaches students the fundamentals of creating and animating content with 3-D modeling and rendering pipeline, the content-creation methodologies to explore this art form, and promotes the understanding and craft involved in hand-drawn 2-D animation. The 2-D Animation course develops the traditional animation fundamentals that prepare them for the more advanced industry-standard software applications that students will be introduced to the principles of creating and animating content in their areas of specialization. Each assembled crew will continue to work together on their individual projects with the support and mentorship of film faculty.

FLM4419 - Advanced Reporting and Practice
In the Advanced Reporting and Practice course, students will utilize audio and video equipment in group and individual projects with the support and mentorship of film faculty.

MCN5325 - Advanced Audio Engineering
The Advanced Audio Engineering course prepares students with the fundamentals of creating and animating content in their areas of specialization. Each assembled crew will continue to work together on their individual projects with the support and mentorship of film faculty.

GDD4365 - Advanced Post and Story Development
The Advanced Post and Story Development course introduces students to advanced editing techniques that can have a significant impact on the mood and pacing of a story. Students will learn how to gather and organize assets, including sound effects, music, and images, to create a cohesive story. Students will also learn how to develop unique transitions, scene setups, and editing techniques to enhance the story's impact on the audience. This course is designed to provide students with the skills and tools necessary to create compelling and engaging stories in a variety of formats.

FTS441 - Advanced Motion Graphics
The Advanced Motion Graphics course is designed to provide students with the skills and tools necessary to create compelling and engaging stories in a variety of formats. Students will learn how to gather and organize assets, including sound effects, music, and images, to create a cohesive story. Students will also learn how to develop unique transitions, scene setups, and editing techniques to enhance the story's impact on the audience. This course is designed to provide students with the skills and tools necessary to create compelling and engaging stories in a variety of formats.

APR4703 - Advanced Mixing Techniques
In the Advanced Mixing Techniques course, students will learn advanced techniques for creating immersive audio experiences for interactive media. Students will focus on realism while adhering to the requirements of a motion-graphics project. Student groups will explore special effects, image compositing, and other advanced techniques used in the professional game industry. The course is taught in the Database Structures course.

Advanced 3D Foundations
The 3-D Arts coursework introduces students to the principles of creating and animating content in their areas of specialization. Each assembled crew will continue to work together on their individual projects with the support and mentorship of film faculty.

Advanced 2D Animation
The 2-D Animation course explores traditional animation techniques, including keyframing, timing curves, and other advanced techniques used in the professional game industry. The course is taught in the Database Structures course.

Advanced 3D Animation
The 3-D Animation course provides students with the fundamentals of creating and animating content in their areas of specialization. Each assembled crew will continue to work together on their individual projects with the support and mentorship of film faculty.

Course Descriptions

DGT333 - 3-D Motion Design
The 3-D Motion Design course is designed to provide students with the skills and tools necessary to create compelling and engaging stories in a variety of formats. Students will learn how to gather and organize assets, including sound effects, music, and images, to create a cohesive story. Students will also learn how to develop unique transitions, scene setups, and editing techniques to enhance the story's impact on the audience. This course is designed to provide students with the skills and tools necessary to create compelling and engaging stories in a variety of formats.

Course Descriptions

COURSE DESCRIPTIONS

FULL SAIL UNIVERSITY

The 3-D Animation course is designed to provide students with the fundamentals of creating and animating content in their areas of specialization. Each assembled crew will continue to work together on their individual projects with the support and mentorship of film faculty.

DGT429 - Advanced Audio Design
The Advanced Audio Design course prepares students with the fundamentals of creating and animating content in their areas of specialization. Each assembled crew will continue to work together on their individual projects with the support and mentorship of film faculty.

Course Descriptions

COURSE DESCRIPTIONS

FULL SAIL UNIVERSITY

The 3-D Animation course is designed to provide students with the fundamentals of creating and animating content in their areas of specialization. Each assembled crew will continue to work together on their individual projects with the support and mentorship of film faculty.

DGT333 - 3-D Motion Design
The 3-D Motion Design course is designed to provide students with the skills and tools necessary to create compelling and engaging stories in a variety of formats. Students will learn how to gather and organize assets, including sound effects, music, and images, to create a cohesive story. Students will also learn how to develop unique transitions, scene setups, and editing techniques to enhance the story's impact on the audience. This course is designed to provide students with the skills and tools necessary to create compelling and engaging stories in a variety of formats.

Course Descriptions

COURSE DESCRIPTIONS

FULL SAIL UNIVERSITY

The 3-D Animation course is designed to provide students with the fundamentals of creating and animating content in their areas of specialization. Each assembled crew will continue to work together on their individual projects with the support and mentorship of film faculty.

DGT333 - 3-D Motion Design
The 3-D Motion Design course is designed to provide students with the skills and tools necessary to create compelling and engaging stories in a variety of formats. Students will learn how to gather and organize assets, including sound effects, music, and images, to create a cohesive story. Students will also learn how to develop unique transitions, scene setups, and editing techniques to enhance the story's impact on the audience. This course is designed to provide students with the skills and tools necessary to create compelling and engaging stories in a variety of formats.

Course Descriptions

COURSE DESCRIPTIONS

FULL SAIL UNIVERSITY

The 3-D Animation course is designed to provide students with the fundamentals of creating and animating content in their areas of specialization. Each assembled crew will continue to work together on their individual projects with the support and mentorship of film faculty.

DGT333 - 3-D Motion Design
The 3-D Motion Design course is designed to provide students with the skills and tools necessary to create compelling and engaging stories in a variety of formats. Students will learn how to gather and organize assets, including sound effects, music, and images, to create a cohesive story. Students will also learn how to develop unique transitions, scene setups, and editing techniques to enhance the story's impact on the audience. This course is designed to provide students with the skills and tools necessary to create compelling and engaging stories in a variety of formats.

Course Descriptions

COURSE DESCRIPTIONS

FULL SAIL UNIVERSITY

The 3-D Animation course is designed to provide students with the fundamentals of creating and animating content in their areas of specialization. Each assembled crew will continue to work together on their individual projects with the support and mentorship of film faculty.

DGT333 - 3-D Motion Design
The 3-D Motion Design course is designed to provide students with the skills and tools necessary to create compelling and engaging stories in a variety of formats. Students will learn how to gather and organize assets, including sound effects, music, and images, to create a cohesive story. Students will also learn how to develop unique transitions, scene setups, and editing techniques to enhance the story's impact on the audience. This course is designed to provide students with the skills and tools necessary to create compelling and engaging stories in a variety of formats.

Course Descriptions

COURSE DESCRIPTIONS

FULL SAIL UNIVERSITY

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Advanced Recording Session  

The Advanced Recording Session course provides contemporary producers, directors, theme park designers, actors, and producers with the tools and techniques necessary to expand their knowledge of studio technology and theory. Students will explore the fundamentals of studio signal flow, recording techniques, and post-production mixdown techniques.

Total credit hours: 4.0  
Course length: 4 weeks

SHP4125  
Advanced Show Production Systems  

The course introduces students to the principles of studio systems design. The course content includes a system engineering approach to studio systems design. Students will learn the principles of studio systems design. Students will learn the principles of studio systems design. Students will learn the principles of studio systems design. Students will learn the principles of studio systems design. Students will learn the principles of studio systems design. Students will learn the principles of studio systems design. Students will learn the principles of studio systems design. Students will learn the principles of studio systems design. Students will learn the principles of studio systems design. Students will learn the principles of studio systems design. Students will learn the principles of studio systems design. Students will learn the principles of studio systems design. Students will learn the principles of studio systems design. 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The Audio Engineering Techniques course introduces students to the tools and techniques of sound, mixing, and editing. Students will develop practical skills and understanding of the highest quality results in their music recording productions.

Total credit hours 4.0
Course length 4 weeks

Audio Measurement Systems The Audio Measurement Systems course provides students with training in the analysis of sound recordings, digital audio and video, and audio postproduction. Students will learn the principles of digital audio and video, audio analysis, and audio postproduction.

Total credit hours 3.0
Course length 4 weeks

Automating Lighting Technology The Automation Lighting Technology course focuses on the design and implementation of automated lighting systems. Students will learn about the principles of automated lighting systems and how to apply them to real-world scenarios.

Total credit hours 3.0
Course length 4 weeks

Broadcasting Production I The Broadcasting Production I course teaches new and progressive techniques in music video production. Students will learn about new and emerging technologies and how to apply them to real-world scenarios.

Total credit hours 4.0
Course length 4 weeks

Business Intelligence Case Studies The Business Intelligence Case Studies course provides an overview of emerging BI tools, concepts, and techniques used to support decision-making processes in organizations. Students will learn about the role of BI in supporting decision-making processes and how to apply them to real-world scenarios.

Total credit hours 3.0
Course length 4 weeks

Business Intelligence Capstone The Business Intelligence Capstone course will provide students with an opportunity to develop and apply the skills and knowledge they have learned throughout the program. Students will present a final project based on the project, methodology, key results, and recommendations. In addition to presenting a final functional data warehouse and executive dashboard, students will deliver a presentation demonstrating their completed project to an external audience such as the business community, students from other classes, or other interested parties.

Total credit hours 3.0
Course length 4 weeks
The Business Intelligence Leadership & Management course explores how leaders within an organization can leverage technology and tools to improve decision making and drive strategic success. Students will learn about the role of management in the context of enterprise systems, and will study the management of the business intelligence (BI) and data warehouse projects including architecture and physical design. Topics include the interpretation of data, trends, and loads to ensure that the data warehouse and data management of database architectures are accurate. Students will also be introduced to the practical dimensions of BI technology including database architecture, data warehousing, and data mining. This course will also examine the role of transactional databases and online transactional processing (OLTP) and explore common tactics including reporting, performance monitoring, and forecasting. Students will learn how to use business intelligence (BI) software as well as data warehousing, data cubes, database management systems, and data mining software (Data Warehouse Analysis System [DWAS]) are used to access, analyze, and visualize data. Case analysis and real-world examples will provide students with an introduction to basic statistical and analytic tools used by its role in the decision-making process in a variety of industries and sectors.

Total credit hours: 3.0
Course length: 4 weeks

IN550 Business Model Development

Students in the Business Model Development course will explore the use of business models for customer-centric companies, and how to determine if their business models contribute most to the success of the company. This course will also explore the wide array of skills, perspectives, tools and concepts necessary to identify and create new revenue streams. Topics include the elements of strategic management, maintaining a customer-centric focus, and different decision-making in a variety of industries and sectors.

Total credit hours: 3.0
Course length: 4 weeks

IN551 Business Venture Research

Students in the Business Venture Research course will gain knowledge of various available research methods and tools to utilize qualitative and quantitative research data, as well as primary and secondary sources. The student will understand the benefits and drawbacks of the major primary researchers, and will learn various research topics for their dissertation. Students will also learn how to develop research topics and design proposals for both business and academic purposes. This course will also cover the ideation process to move from an idea to a business concept.

Total credit hours: 3.0
Course length: 4 weeks
Full Sail University

The Character Rigging course introduces students to the process of adding and controlling a character to an animation. Students will learn techniques of building a realistic animation process of clothing and weighting the skin of a character. The course will also introduce students to different types of networks and control networks that they will use in their own animation, preparing them for situations encountered in the real world.

Character Rigging
Course length: 4 weeks
Credit hours: 4.0

Character Animation
Course description: This course focuses on the animation of characters, strengthening students' animation skills by explaining the process of creating an animated character that is entertaining, appealing, and clearly differentiated from itself and other characters in personality. Students will also analyze methods for creating solid characters that are unique and interesting. Through direction and analysis, students will be introduced to the importance of evaluating their own work as well as the work of others.

Course length: 4 weeks
Credit hours: 4.0

The Computer Operating Systems course explores the design and implementation of computer systems. Students will learn about various types of processor architecture and technologies. Students will also learn about different systems design methods used in the construction of distributed systems. Students will understand how to evaluate distributed system design options and how to determine the best options for particular areas of operation. Students will also learn how to use this knowledge to select access control mechanisms. 

Course length: 4 weeks
Credit hours: 3.0

Career Module VI: Job Interview
In Career Module VII: Job Interview, students will identify appropriate positions and industry professionals, effective methods for following up after interviews, and interviewing tips and techniques for face-to-face, online, and phone interviews. In Career Module VIII: Learning Activities, students will practice answering interview questions, writing reference letters, and researching companies and positions of interest in preparation for an interview.

Course length: 4 weeks
Credit hours: 1.0

Course Descriptions

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CGA412</td>
<td>Character Design and Creation</td>
<td>In the Character Design and Creation course, students will learn to design characters and environments that meet specific data requirements. They will apply the virtualization, networking, storage, and software tools they have gained knowledge of to create virtual environments in 3D. Students will also learn advanced techniques for using tools to create virtual environments and tools that meet the needs of various industries.</td>
</tr>
<tr>
<td>CGA432</td>
<td>Character Rigging</td>
<td>The Character Rigging course introduces students to the process of adding and controlling a character to an animation. Students will learn techniques of building a realistic animation process of clothing and weighting the skin of a character. The course will also introduce students to different types of networks and control networks that they will use in their own animation, preparing them for situations encountered in the real world.</td>
</tr>
<tr>
<td>CGA435</td>
<td>Compositing and Scene Finishing</td>
<td>The Compositing and Scene Finishing course is designed to teach students the postproduction elements of visual effects. Students will learn the different tools and workflows used in postproduction, as well as the technical aspects of postproduction that will be covered in the course. Students will be introduced to the importance of evaluating their own work as well as the work of others. They will be able to critique each other, critique the course assignments, and make recommendations for improvement.</td>
</tr>
<tr>
<td>CGA436</td>
<td>Computer Graphics</td>
<td>The Computer Graphics course will introduce students to the study of computer graphics and its applications in fields such as computer-aided design, computer animation, and computer imaging. Students will learn the fundamentals of computer graphics, including concepts such as 3-D modeling, rendering, and animation, as well as the different tools and techniques used in the field.</td>
</tr>
<tr>
<td>CGA437</td>
<td>Computer Organization and Architecture</td>
<td>The Computer Organization and Architecture course provides a broad overview of computer organization and architecture. Students will learn about the basic concepts of computer architecture, including the structure and operation of computer systems. Students will also learn about the different types of computer organization and architecture, including the different models and techniques used in the field.</td>
</tr>
<tr>
<td>CORE105</td>
<td>Computer Operating Systems</td>
<td>The Computer Operating Systems course explores the design and implementation of computer systems. Students will learn about various types of processor architecture and technologies. Students will also learn about different systems design methods used in the construction of distributed systems. Students will understand how to evaluate distributed system design options and how to determine the best options for particular areas of operation. Students will also learn how to use this knowledge to select access control mechanisms.</td>
</tr>
<tr>
<td>CORE210</td>
<td>Computer Simulation</td>
<td>The Computer Simulation course introduces students to the principles of computer simulation and their applications in fields such as computer-aided design, computer animation, and computer imaging. Students will learn the fundamentals of computer simulation, including concepts such as 3-D modeling, rendering, and animation, as well as the different tools and techniques used in the field.</td>
</tr>
<tr>
<td>CORE211</td>
<td>Computer Science</td>
<td>The Computer Science course provides a broad overview of computer science fundamentals. Students will also analyze graduate level algorithm design and analysis, meta-algorithms, optimization techniques, and applications of computer science. Students will also learn about the different types of processor architecture and technologies. Students will also learn about different systems design methods used in the construction of distributed systems. Students will understand how to evaluate distributed system design options and how to determine the best options for particular areas of operation. Students will also learn how to use this knowledge to select access control mechanisms.</td>
</tr>
<tr>
<td>CORE306</td>
<td>Computer Programming</td>
<td>The Computer Programming course introduces students to the study of computer programming and its applications in fields such as computer-aided design, computer animation, and computer imaging. Students will learn the fundamentals of computer programming, including concepts such as 3-D modeling, rendering, and animation, as well as the different tools and techniques used in the field.</td>
</tr>
<tr>
<td>CORE307</td>
<td>Concepts in Advertising</td>
<td>The Concepts in Advertising course provides an overview of the advertising industry and the role of advertising in the conceptual phase of a project to the customer through the creation of multimedia content. Students will also be introduced to the importance of evaluating their own work as well as the work of others. They will be able to critique each other, critique the course assignments, and make recommendations for improvement.</td>
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<tr>
<td>CORE401</td>
<td>Concepts in Direction</td>
<td>The Concepts in Direction course provides an overview of the directing industry and the role of directing in the conceptual phase of a project to the customer through the creation of multimedia content. Students will also be introduced to the importance of evaluating their own work as well as the work of others. They will be able to critique each other, critique the course assignments, and make recommendations for improvement.</td>
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</table>
Contemporary Product Techniques

AP27926

Contemporary Product Techniques introduces students to the tools for developing a creative method. Through building a virtual reality instruction methodologies and design techniques used in training environments. It includes viewing the professional andanga perspectives and the responsibilities of the end user.

Total credit hours
4.0
Course length
4 weeks

Consumer Behavior and Analysis

IMK332

The Consumer Behavior and Analysis course explores consumer behavior and basic marketing analysis methods that increase consumer confidence and sales. The emphasis of this course is to identify social factors that influence consumer behavior and development and gauge their success and failure in influencing consumer buying behavior. Students will use case studies, surveys, and social marketing to measure consumer interest and make suggestions for software purchases. The course examines how to develop digital marketing plans that increase consumer behavior.

Total credit hours
3.0
Course length
4 weeks

Creative Writing Portfolio I

CHM4560

Creative Writing Portfolio I is a course that introduces students to the principles of creating a narrative media genre and distribution method and the development of a concept script for their final thesis project. The final thesis project will be guided by the instructor in the creative writing course.

Total credit hours
3.0
Course length
4 weeks

Data Mining

BINS60

The Data Mining course will examine data mining techniques, and interpretive processes are used to identify data mining techniques in real-world applications. The course will also cover data mining techniques and modeling processes and algorithms including clustering associations. Students will apply concepts as they use professional data-mining tools on large data sets. The course will also address examining the value of data mining insights and examine project management and the implementation of data mining.

Total credit hours
3.0
Course length
4 weeks

Data Structures and Algorithms

SIM3100

The Data Structures and Algorithms course covers the organization of data structures and algorithms and the implementation. Topics addressed in this course include data mining techniques, from the organization of data structures and algorithms and the implementation. Students will explore the principles of a data-mining techniques and the organization of data structures and algorithms.

Total credit hours
3.0
Course length
4 weeks

Database Systems

CTH7622

Database Systems is a course designed to help learners develop an understanding of how to use database systems, design data warehouse, and data mining systems. The course includes an introduction to database systems and the implementation of data mining and data warehouse systems. The course also covers the organization of data structures and algorithms and the implementation. Students will explore the principles of a data-mining techniques and the organization of data structures and algorithms.

Total credit hours
3.0
Course length
4 weeks

Data Visualizations and Modelling

SMO3022

Data Visualizations and Modelling course covers techniques that allow developers to create effective visualizations in data sets from their graphs and create visualizations for sample data. Data storytelling is key part of simulation, but accurate use of that data is important. Developing good visualization models and understanding probability distributions on graphs may not be as difficult for an engineer build a more accurate simulation.

Total credit hours
4.0
Course length
4 weeks

Course Descriptions
Design and Development Analysis

Translating concepts into visual, interactive elements requires an appreciation for research information, explore options, and anticipate how users and participants will use the design. Activities resulting in concrete strategies for developing a multimedia solution require rigorously evaluate other’s work; be essentially the design process.

Course students will learn the process of evaluating and refining site designs, and apply the principles and techniques that underlie the design of usable websites. This course will also introduce students to basic standards of usability and accessibility. Total credit hours 3.0 Course length 4 weeks.

Design Integration

In the Design Integration Course, research, critical thinking, discussion, and critique help students to provide a solid foundation for creating projects in exploring new directions in their design projects. The course is designed to prepare students for the design phase of any project, and to create a strong foundation for applying skills and knowledge learned in various other courses. Students will also explore different strategies for implementing the design projects that they are planning to develop and apply the critical thinking skills necessary for success in the design industry. Total credit hours 5.0 Course length 4 weeks.

Design Tools

In the Design Tools Course, students will explore the tools used by game designers and developers for building the worlds in which their stories take place. In addition to researching environments, students will explore and apply game engine tools through creative exercises designed to explore digital environments. The course is aimed at providing hands-on experience with the basic tools and techniques used by game designers. Total credit hours 4.0 Course length 4 weeks.

Digital Analytics and Reporting

The Digital Analytics and Reporting course explores how to create and manage web analytics. The course covers the development of an effective web analytics strategy, and how to measure the success of a website or project. Students will also explore the tools used by game designers and developers for building the worlds in which their stories take place. In addition to researching environments, students will explore and apply game engine tools through creative exercises designed to explore digital environments. The course is aimed at providing hands-on experience with the basic tools and techniques used by game designers. Total credit hours 4.0 Course length 4 weeks.

Digital Audio and Video

The Digital Audio and Video course is a production introduction that introduces the concepts of sound design and audio for web and audio. Students will also learn about the tools and techniques used for creating digital audio and video content, and how to use them effectively. Total credit hours 4.0 Course length 4 weeks.

Digital Entrepreneurship

The Digital Entrepreneurship course introduces students to the world of business and entrepreneurship. The course covers the development of an effective web analytics strategy, and how to measure the success of a website or project. Students will also explore the tools used by game designers and developers for building the worlds in which their stories take place. In addition to researching environments, students will explore and apply game engine tools through creative exercises designed to explore digital environments. The course is aimed at providing hands-on experience with the basic tools and techniques used by game designers. Total credit hours 4.0 Course length 4 weeks.

Digital Fabrication

Digital Fabrication is the process of using computer-aided design and CAD/CAM software and equipment to convert CAD drawings into objects. This rapidly growing field of design and engineering involves the use of advanced 3-D modeling and prototyping technologies to create physical objects. Students will also learn about the tools and techniques used for creating digital audio and video content, and how to use them effectively. Total credit hours 4.0 Course length 4 weeks.

Digital Logic

The Digital Logic course presents an introduction to computer hardware design, focusing on the use of a computer chip and logic gates to build computer hardware. Students will also learn about the tools and techniques used for creating digital audio and video content, and how to use them effectively. Total credit hours 4.0 Course length 4 weeks.
The Digital Publishing course offers students the conceptual skills and technical expertise necessary to create content for publication in a variety of digital formats. Students will learn the technical, ethical, and theoretical underpinnings of digital publishing, as well as the business and marketing strategies that drive online journalism. The course also covers the legal and ethical considerations that inform digital journalism, including issues of copyright, privacy, and defamation. Students will be able to design, develop, and implement online publishing projects that meet the needs of various audiences. The course length is 4 weeks and the total credit hours are 4.0.

**Course Descriptions**

**MAD1100**

**Discrete Mathematics**

Students will learn the fundamental concepts of discrete mathematics, including sets, functions, number theory, and combinatorics. The course also covers the basics of proof techniques, including induction, contradiction, and contraposition. Students will be able to apply these concepts to a variety of problems, such as cryptography, computer science, and algorithm design. The course length is 4 weeks and the total credit hours are 4.0.

**ENG2408**

**English Composition II†**

This course builds upon the competencies acquired in English Composition I and focuses on the development of sophisticated written arguments. Students will learn to use advanced rhetorical strategies, such as audience analysis, credibility, and persuasive appeals, to construct effective arguments. The course length is 4 weeks and the total credit hours are 4.0.

**MDC417**

**Digital Video and Audio Production**

The Digital Video and Audio Production course covers the fundamental techniques and concepts of video and audio production. Students will learn the technical skills necessary to create video and audio content, as well as the creative and storytelling principles that inform the production process. The course also covers the legal and ethical considerations that inform video and audio production, including issues of copyright, privacy, and defamation. Students will be able to design, develop, and implement video and audio projects that meet the needs of various audiences. The course length is 4 weeks and the total credit hours are 4.0.

**MDC345**

**Emerging Interface Design**

The Emerging Interface Design course focuses on the industry-standard tools and techniques used to create the visual elements of websites, apps, and other digital interfaces. Students will learn about the latest trends in user experience design, including responsive design, interaction design, and accessibility. The course also covers the legal and ethical considerations that inform digital interface design, including issues of copyright, privacy, and user rights. Students will be able to design, develop, and implement digital interfaces that meet the needs of various audiences. The course length is 4 weeks and the total credit hours are 4.0.

**ENC1251**

**English Composition I**

This course introduces students to the principles of writing, including the theory of rhetoric, the elements of grammar, and the principles of effective writing. Students will learn to construct well-organized, well-supported paragraphs in order to represent ideas and arguments. The course also covers the legal and ethical considerations that inform writing, including issues of copyright, privacy, and defamation. Students will be able to design, develop, and implement written arguments that meet the needs of various audiences. The course length is 4 weeks and the total credit hours are 4.0.
The Entertainment Finance Course focuses on the financial decisions and issues facing entrepreneurs and their businesses. During this course, students identify financial strategies, analyze financial statements, and manage their own investments and those of their clients. In addition, students will learn the importance of understanding financial models, and the role of finance in the entertainment business. It examines the financial challenges of starting and growing a business, and explores strategies for raising capital. The course also provides an examination of the challenges and benefits of choosing entrepreneurship as a career path.

Total credit hours: 4.0
Course length: 4 weeks

ENTR4455

Entrepreneurship Art

The Entertainment Art course trains students in the techniques involved in modern and contemporary film art. Students will gain a deeper technical understanding of film art and the business and legal aspects of the business. Students will also address the relationship between narrative materiality of media and material that Aims to create industry standards, both visually and technically.

Total credit hours: 6.0
Course length: 4 weeks

ENV2760

Episodic and Serial Writing

The Episodic and Serial Writing course will focus on the craft of writing for episodic and serial media. The course will cover topics such as story arc, character, and formatting specifically to episodic and serial television and online media. The course will engage students in analyzing current episodic TV and online series, as well as recent film and video projects. Students will be required to develop a series of mini-screenplays, each with a series of story arcs, and will be required to write a full-length pilot. The course will also cover the business and legal aspects of writing for episodic and serial entertainment.

Total credit hours: 3.0
Course length: 4 weeks

MCCC257

Executive Leadership

This course examines the qualities that make a successful leader in today’s entertainment business field. Students will explore the concept of leadership and learn how to understand an understanding of a given industry’s leadership. Students will also explore effective decision-making processes, power and influence, mentoring, and organizational change and management, and how to achieve business goals.

Total credit hours: 4.0
Course length: 4 weeks

Course Descriptions
**Course Descriptions**

**Filmaking Principles for Instructional Design**
- **Course**: Foundations of Filmmaking, video creation, and the concept of visual literacy. Students will explore a variety of techniques that enhance their instructional modules. The course will help participants understand how video is developed, students will examine the importance of visual literacy, visual learning, and how to create and communicate with visual images. This course also explores filmmaking techniques and the approaches to creating a compelling learning or training product.
- **Total credit hours**: 3.5
- **Course length**: 4 weeks

**Business Intelligence**
- **Course**: Fundamentals of Business Intelligence
  - Examines the role of business intelligence in today's world and the importance of academic skills such as time management, critical thinking, and communication etiquette.
  - Students will learn about the importance of effective BI systems and cover the core business processes to solve a variety of real-world business problems. Finally, students will explore the role of business intelligence (BI) systems in organizations and the impact they have on decision-making processes.
- **Total credit hours**: 4.0
- **Course length**: 4 weeks

**Fundamentals of Music Business**
- **Course**: Fundamentals of Music Business
  - Introduces students to the business side of the music industry, exploring the music production process, marketing, and distribution aspects of the industry.
  - Students will learn about the structures of various types of music businesses and examine the roles of business owners and their impact on the industry. The course also addresses the topics of copyright collectives, royalty rules, contract law, and business deal structures, music distribution, how to become the creative bridges between artists and music fans, and the tour-industry model.
- **Total credit hours**: 4.0
- **Course length**: 4 weeks

**Game Architecture**
- **Course**: Game Architecture
  - The Game Architecture course teaches students how to create game environments and levels that capitalize on the strengths of gameplay-design fundamentals to create engaging game experiences. Students will learn how to use level-design and gameplay techniques to enhance character and environment interactions. They will also produce documentation relevant to the game design process and address the considerations for the tour-industry model.
- **Total credit hours**: 4.0
- **Course length**: 4 weeks

**Game Design**
- **Course**: Game Design
  - The Game Design course examines the foundation of the development process, encompassing the creation of the elements that make up a player's interactions within a game. This includes crafting storylines, rules of engagement, mechanics, narrative, art styles, and world building. Students will learn how to communicate through playing, analyzing, and discussing the game within a variety of contexts, including genre and game creation and blending – world building, mechanics, and story. Demographics. Students will conduct research on a variety of design topics, and then apply their knowledge through the creation of documentation and prototypes based upon client and student design concepts.
- **Total credit hours**: 4.0
- **Course length**: 4 weeks
Course Descriptions

**Course Design II**
The Game Design II course allows students to apply game-related skills and knowledge gained throughout the Game Development course to related game-related skills and knowledge gained in previous Game Development courses.
Total credit hours: 3.0
Course length: 4 weeks
Total credit hours: 3.0
Course length: 4 weeks

**Game Development Frameworks and Game Development Dynamics**
The Game Development Frameworks course will connect course material to related games and applications. Students will be asked to study games that illustrate various design principles and design practices. Students will be tasked with exercising their own design skills and applying them in ways that will promote better learning and understanding.
Total credit hours: 3.0
Course length: 4 weeks

**Game System Integration**
The course is designed to give students an overview of the technical design of a complex, large-scale game. Students will be required to work in teams to complete a major game project. The course will focus on the design and implementation of systems that interact and relate to each other. Students will work on a team to develop a complete game.
Total credit hours: 3.0
Course length: 4 weeks

**Game Writing**
The Game Writing course introduces students to technical and professional writing. The course will cover different types of writing, such as reviews, column articles, and interviews.
Total credit hours: 3.0
Course length: 4 weeks

**Game Mechanics**
The course provides an overview of the basic concepts and principles of game mechanics. Students will learn how to analyze and create game mechanics that can be used in different types of games.
Total credit hours: 3.0
Course length: 4 weeks

**Game Strategies**
The course focuses on the development of strategic thinking skills. Students will be taught how to design and implement strategies in gaming, and how to analyze and evaluate different strategies.
Total credit hours: 3.0
Course length: 4 weeks

**Global Media Management**
The course covers the global media market, focusing on marketing strategies and the impact of globalization on the media industry.
Total credit hours: 3.0
Course length: 4 weeks

**Grammar 4**
The course focuses on the development of academic and business writing skills. Students will learn how to write effective business letters and reports, prepare and deliver presentations, and engage in academic and professional discussions.
Total credit hours: 3.0
Course length: 4 weeks

**Graphic Design**
The course focuses on the development of graphic design skills, including the use of design software, the principles of design, and the creation of visual communication.
Total credit hours: 3.0
Course length: 4 weeks

**Human Design and Transmedia Storytelling**
The course emphasizes the development of transmedia storytelling skills, focusing on the creation of transmedia projects that integrate multiple forms of media.
Total credit hours: 3.0
Course length: 4 weeks

**Intro to Game Design**
The course provides an introduction to the basics of game design, including the creation of game concepts, the use of game engines, and the development of game mechanics.
Total credit hours: 3.0
Course length: 4 weeks

**Interpretation and Communication in the Digital Environment**
The course focuses on the development of communication and interpretation skills in the digital environment, focusing on the creation of multimedia content and the use of digital tools.
Total credit hours: 3.0
Course length: 4 weeks

**Management Principles**
The course focuses on the development of leadership and management skills, including the management of teams, projects, and resources.
Total credit hours: 3.0
Course length: 4 weeks

**Multimedia Analysis and Management**
The course focuses on the analysis and management of multimedia content, including the creation of multimedia projects and the use of digital tools.
Total credit hours: 3.0
Course length: 4 weeks

**World Languages**
The course focuses on the development of language skills, including the study of a specific language and its culture.
Total credit hours: 3.0
Course length: 4 weeks

**World Regions**
The course focuses on the development of regional knowledge, including the study of specific regions and their cultures.
Total credit hours: 3.0
Course length: 4 weeks

**World Societies**
The course focuses on the development of sociological knowledge, including the study of specific societies and their cultures.
Total credit hours: 3.0
Course length: 4 weeks

**World History**
The course focuses on the development of historical knowledge, including the study of specific historical periods and events.
Total credit hours: 3.0
Course length: 4 weeks

**World Culture**
The course focuses on the development of cultural knowledge, including the study of specific cultures and their traditions.
Total credit hours: 3.0
Course length: 4 weeks

**World Geography**
The course focuses on the development of geographical knowledge, including the study of specific geographic regions and their environments.
Total credit hours: 3.0
Course length: 4 weeks

**World Business**
The course focuses on the development of business knowledge, including the study of specific business practices and their impact on the global economy.
Total credit hours: 3.0
Course length: 4 weeks

**World Environment**
The course focuses on the development of environmental knowledge, including the study of specific environmental issues and their impact on society.
Total credit hours: 3.0
Course length: 4 weeks

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**Course Descriptions**

**DIG1201 Graphic Principles II**
The Graphic Principles II course is designed to teach students the advanced level of graphics creation through the use of professional programs employed by designers, animation, and interactive-media companies. This course emphasizes the importance of independent thinking and learning and enhances students' knowledge and understanding of visual-logos, typeface, typography, and complex design techniques.

- **Total credit hours:** 3.0
- **Course length:** 4 weeks

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**DIG1300 Graphic Web Design**
The Graphic Web Design course examines the process of creating exciting, functional content for the web. Students will expand on the design skills that they have learned throughout the degree program. They will gain an understanding of HTML, as well as learn Adobe Dreamweaver, Flash, and QuarkXPress. Students will write code, edit, manage, and design a professional website in a variety of tools such as QuarkXPress, Microsoft Word, and other complementary software applications.

- **Course length:** 4 weeks

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**HIS1200 Historical Archetypes and Mythology**
The Historical Archetypes and Mythology course introduces students to the concept that archetypes and mythologies  are the foundation of all of humanity. Throughout history, students will explore the idea that the same themes are found in art, literature, and the media. Students will also explore the learning of mythology and the chance to look into the conditions that have made American culture what it is today.

- **Total credit hours:** 4.0
- **Course length:** 4 weeks

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**AUD3111 History of Recorded Music**
The History of Recorded Music course surveys the rich evolution from its roots through the 1950s, establishing major musical eras that have become the foundations of today's industries. Students will also learn the history of music as it relates to social, economic, and political awareness. Students will examine the transformation of a musical style through a sociological and technological lens, students will gain insight into the conditions that have made American culture what it is today.

- **Total credit hours:** 4.0
- **Course length:** 4 weeks

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**CTI3021 Information Storage Fundamentals**
The Information Storage Fundamentals course introduces concepts of database management and design. In this course, students will learn the principles of database storage, retrieval, and security are explored and implemented within popular relational and non-relational database systems. Students will also learn the concepts and architecture of data storage systems, storage networks, networked storage, and the components of networks. In addition, the course will integrate the use of role-based access controls and encryption controls to protect access to data and databases.

- **Total credit hours:** 3.0
- **Course length:** 4 weeks

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**CTI6070 Innovative Public Relations Tools and Resources**
The Innovative Public Relations Tools and Resources course will establish students' understanding of the principles of public relations and the implementation of these concepts into the real world. Students will also learn how to manage an effective public relations campaign and understand the technology of public relations.

- **Total credit hours:** 3.0
- **Course length:** 4 weeks

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**FIL1036 History of Motion Picture Arts**
The History of Motion Picture Arts course explores the evolution of the motion picture arts form, a business, and a representation of the media that has become a dominant force in American culture through study of the birth of film, the golden age of silent films, the transition to sound in the 1930s, the renaissance of films, and the development of the Hollywood film industry. The course will examine Hollywood film classics from the silent era to the most recent releases.

- **Total credit hours:** 3.0
- **Course length:** 4 weeks

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**FIL201 History of Visual Communications**
The History of Visual Communications course surveys how people have used the visual arts to communicate ideas, concepts throughout history and across cultures. From cave paintings to digital media, students will explore how visual media have been used to communicate emotions, break social boundaries, and redefine new ideas. Special attention will be given to the emerging forms of art and media that have developed throughout the entire history of visual communication and the implications of these new forms on the future of visual communication.

- **Total credit hours:** 4.0
- **Course length:** 4 weeks

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**CTI7021 Information Management and History**
The Information Management and History course examines the history of information management and information systems. Students will learn about the history of information management and the role of technology in shaping it. Students will also explore the unique characteristics of popular technologies such as social networking (Facebook), real-time media (Twitter), and content sharing (YouTube). Students will also investigate the role of information technology, providing insight into the rapid development of personal software applications.

- **Total credit hours:** 4.0
- **Course length:** 4 weeks

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**CTI8010 Instructional Design & Technology Final Project**
The Instructional Design & Technology degree program will reflect on their personal and professional evolution throughout their program and create a final instructional project based on their current or future career path. In addition, the project will demonstrate the understanding of the methodologies that were required to complete the project. Students will draw from previous assignments and projects to create an enriching final project that will be evaluated by both faculty and peers.

- **Total credit hours:** 3.0
- **Course length:** 4 weeks

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**IDT690 Instructional Design and Evaluation Technology Final Project**
The Instructional Design and Evaluation Technology Final Project course provides an opportunity for students to identify and analyze the application of highest-quality professional products through the use of a case-based approach. Participating students will apply their understanding of the applications of their courses and to evaluate the application of their courses. Students will then develop an instructional design and evaluation technology project that will be evaluated by both peers and faculty.

- **Total credit hours:** 3.0
- **Course length:** 4 weeks
Course Descriptions

DATA1318
Course Title: Interfaces and Usability
Course Description: The interfaces and usability course focuses on essential concepts, usability techniques, and user experience design for various screen sizes and devices. Students will learn the fundamental concepts and usability principles that create an effective and usable user interface. The course will increase students' ability to create effective user experiences optimized for the targeted device.
Course length: 4 weeks
Total credit hours: 3.0

CTA3188
Course Title: Introduction to Information Security
Course Description: The introduction to Information Security course will provide an overview of the basic concepts and best practices in information security. Students will learn about the threats and vulnerabilities that can impact the security of information systems and how to protect against them. The course will cover topics such as access control, encryption, and secure communication.
Course length: 4 weeks
Total credit hours: 3.0

MCM1002
Course Title: Introduction to Media Communications
Course Description: The Introduction to Media Communications course will cover the basics of how media messages are created, distributed, and consumed by audiences. Students will learn about different types of media, such as print, broadcast, and digital, and how they interact with each other.
Course length: 4 weeks
Total credit hours: 3.0

MKT1203
Course Title: Introduction to Marketing
Course Description: The Introduction to Marketing course will explore the fundamental concepts and principles of marketing. Students will learn about the role of marketing in creating value for customers and how it contributes to the success of businesses.
Course length: 4 weeks
Total credit hours: 3.0

SHP2033
Course Title: Introduction to Show Production Concepts
Course Description: The Introduction to Show Production Concepts course will provide an overview of the basic concepts and techniques used in show production. Students will learn about different types of show production, such as concerts and events, and how they are planned and executed.
Course length: 4 weeks
Total credit hours: 3.0

MAN3152
Course Title: Leadership and Organizational Behavior
Course Description: The Leadership and Organizational Behavior course will explore the principles and practices of effective leadership. Students will learn about different leadership theories, such as transformational, transactional, and situational leadership, and how they can be applied in different organizational contexts.
Course length: 4 weeks
Total credit hours: 3.0

MDV3109
Course Title: Java I
Course Description: The Java I course will help students transfer their existing programming knowledge to the Java language. Students will learn about the basic concepts of the Java language and how to use it to create simple programs that can be run on computers. The course will cover topics such as variables, data types, control structures, and basic input/output operations.
Course length: 4 weeks
Total credit hours: 3.0

MDV3110
Course Title: Java II
Course Description: The Java II course will build on the foundations of Java I to enable students to build and develop more complex applications. Students will learn about advanced features of Java, such as object-oriented programming, exception handling, and file I/O operations.
Course length: 4 weeks
Total credit hours: 3.0

ECE3005
Course Title: Introduction to Economics
Course Description: The Introduction to Economics course examines the principles of economics that influence decision makers, workers, and producers, within the global economic system. Students will examine the functions and purposes of different economic systems and how international trade benefits and costs are determined. Students will apply microeconomic and macroeconomic principles to understand the workings of the global economy and how it affects various industries and sectors.
Course length: 4 weeks
Total credit hours: 4.0

EMPL3030
Course Title: Learning Management Systems and Organization
Course Description: The Learning Management Systems and Organization course is dedicated to conventional learning and design. Students will explore the evolution of digital media and e-learning environments since the 1990s. Students will develop and test creative and critical thinking skills. Students will learn how to design and implement learning and development solutions using digital tools. Students will also analyze case studies to understand how the digital tools and knowledge created in the industry has evolved in light of changing models and the law. Finally, students in this course have the opportunity to focus on the impact of the law on e-learning, and how evolving trends are affecting the way the law applies.
Course length: 4 weeks
Total credit hours: 3.5

ALG2452
Course Title: Linear Algebra
Course Description: The Linear Algebra course focuses on foundational mathematical concepts, such as matrices, vectors, and linear transformations. Students will learn how to represent and manipulate data using these concepts, and how to apply them to solve real-world problems.
Course length: 4 weeks
Total credit hours: 4.0

MDV5602
Course Title: Legal Issues in Sports
Course Description: The Legal Issues in Sports course is designed to equip students with the knowledge and understanding of the legal challenges that face the sports industry. Students will learn about the legal frameworks that govern sports, and how they apply to different sports and activities. The course will cover topics such as antitrust law, intellectual property, and international law.
Course length: 4 weeks
Total credit hours: 4.0

MDV4552
Course Title: Level Design
Course Description: The Level Design course teaches students how to analyze game levels and break them down into basic components. Students will learn how to leverage the mechanics of the game to create engaging and challenging experiences. The course will also cover topics such as scripting and game design, and how to create immersive and immersive experiences.
Course length: 4 weeks
Total credit hours: 4.0

MDV6132
Course Title: Linear Algebra
Course Description: The Linear Algebra course focuses on foundational mathematical concepts, such as matrices, vectors, and linear transformations. Students will learn how to represent and manipulate data using these concepts, and how to apply them to solve real-world problems.
Course length: 4 weeks
Total credit hours: 4.0

ENGL3122
Course Title: Listening and Speaking
Course Description: The Listening and Speaking course aims to develop students' oral and written communication skills. Students will learn strategies for effective listening and speaking, and how to communicate effectively with others. The course will cover topics such as public speaking, conversation, and small group communication.
Course length: 4 weeks
Total credit hours: 4.0

EMC5101
Course Title: Introduction to Sportscasting
Course Description: The Introduction to Sportscasting course is designed to introduce students to the world of sportscasting and broadcasting. Students will learn about the role of sportscasters and how they are involved in the production of sports events. The course will cover topics such as sportscasting techniques, game analysis, and audience engagement.
Course length: 4 weeks
Total credit hours: 3.0

MDV6320
Course Title: Learning Management Systems and Organization
Course Description: The Learning Management Systems and Organization course is dedicated to conventional learning and design. Students will explore the evolution of digital media and e-learning environments since the 1990s. Students will develop and test creative and critical thinking skills. Students will learn how to design and implement learning and development solutions using digital tools. Students will also analyze case studies to understand how the digital tools and knowledge created in the industry has evolved in light of changing models and the law. Finally, students in this course have the opportunity to focus on the impact of the law on e-learning, and how evolving trends are affecting the way the law applies.
Course length: 4 weeks
Total credit hours: 3.5

EMB2552
Course Title: Legal Issues in Sports
Course Description: The Legal Issues in Sports course is designed to equip students with the knowledge and understanding of the legal challenges that face the sports industry. Students will learn about the legal frameworks that govern sports, and how they apply to different sports and activities. The course will cover topics such as antitrust law, intellectual property, and international law.
Course length: 4 weeks
Total credit hours: 4.0

BULS5522
Course Title: Legal Issues in Sports
Course Description: The Legal Issues in Sports course is designed to equip students with the knowledge and understanding of the legal challenges that face the sports industry. Students will learn about the legal frameworks that govern sports, and how they apply to different sports and activities. The course will cover topics such as antitrust law, intellectual property, and international law.
Course length: 4 weeks
Total credit hours: 4.0

TAP1211
Course Title: Listening and Speaking
Course Description: The Listening and Speaking course aims to develop students' oral and written communication skills. Students will learn strategies for effective listening and speaking, and how to communicate effectively with others. The course will cover topics such as public speaking, conversation, and small group communication.
Course length: 4 weeks
Total credit hours: 4.0

IPR595
Course Title: Listening and Speaking
Course Description: The Listening and Speaking course aims to develop students' oral and written communication skills. Students will learn strategies for effective listening and speaking, and how to communicate effectively with others. The course will cover topics such as public speaking, conversation, and small group communication.
Course length: 4 weeks
Total credit hours: 4.0

IPR596
Course Title: Listening and Speaking
Course Description: The Listening and Speaking course aims to develop students' oral and written communication skills. Students will learn strategies for effective listening and speaking, and how to communicate effectively with others. The course will cover topics such as public speaking, conversation, and small group communication.
Course length: 4 weeks
Total credit hours: 4.0

IPR597
Course Title: Listening and Speaking
Course Description: The Listening and Speaking course aims to develop students' oral and written communication skills. Students will learn strategies for effective listening and speaking, and how to communicate effectively with others. The course will cover topics such as public speaking, conversation, and small group communication.
Course length: 4 weeks
Total credit hours: 4.0

ECE3005
Course Title: Introduction to Economics
Course Description: The Introduction to Economics course examines the principles of economics that influence decision makers, workers, and producers, within the global economic system. Students will examine the functions and purposes of different economic systems and how international trade benefits and costs are determined. Students will apply microeconomic and macroeconomic principles to understand the workings of the global economy and how it affects various industries and sectors.
Course length: 4 weeks
Total credit hours: 4.0

BMU6561
Course Title: Legal Issues in Sports
Course Description: The Legal Issues in Sports course is designed to equip students with the knowledge and understanding of the legal challenges that face the sports industry. Students will learn about the legal frameworks that govern sports, and how they apply to different sports and activities. The course will cover topics such as antitrust law, intellectual property, and international law.
Course length: 4 weeks
Total credit hours: 4.0

ECE3005
Course Title: Introduction to Economics
Course Description: The Introduction to Economics course examines the principles of economics that influence decision makers, workers, and producers, within the global economic system. Students will examine the functions and purposes of different economic systems and how international trade benefits and costs are determined. Students will apply microeconomic and macroeconomic principles to understand the workings of the global economy and how it affects various industries and sectors.
Course length: 4 weeks
Total credit hours: 4.0
Course Descriptions

IEP097
Listening and Speaking 4
In Listening and Speaking 4, students will develop analysis, synthesis, and evaluation skills in the areas of listening, communication, and media in society, building upon the principles of speaking and listening skills learned in prior courses. This course examines the role of listening and speaking in a technological society, and instruction on listening and speaking through critical thinking. Students will also exercise advanced listening skills in preparation for the online Capstone exam, taken at the conclusion of the program.
Total credit hours 4
Course length 4 weeks

ECB111
Literary Genre I: Comedy and Tragedy
The Literary Genre I: Comedy and Tragedy course introduces students to two fundamental traditions in media and literature. Throughout the course, students will read a variety of modern works of comedy and tragedy, and students will learn what it means to identify a comedic or tragic narrative structure and comprehend the psychological and cultural contexts that underlie these genres. Students will develop in each week, as well as directly with the instructor, to incorporate elements associated with comedy and tragedy in their own creative writing.
Total credit hours 4
Course length 4 weeks

SPH372
Live Production Management
The Live Production Management course introduces students to the principles of live performance and skills needed to plan and execute live events. Students will learn about technical and artistic aspects of live production, including lighting, sound, video, and set design, and will engage in simulation and role-playing exercises to develop their production management skills.
Total credit hours 3
Course length 4 weeks

SDV402
Machine Intelligence Systems
The Machine Intelligence Systems course introduces students to the principles of artificial intelligence and machine learning, covering topics such as data mining, machine learning algorithms, and neural networks.
Total credit hours 4
Course length 4 weeks

GIR117
Location Lighting
The Location lighting course emphasizes professional techniques and protocol relevant to lighting the world of the live production. Lighting is one of the tools that allows actors to move within a space, and the choice of where to place a light can affect the mood and atmosphere of a scene. This course will cover the fundamentals of lighting design and the practical aspects of working in a live production setting.
Total credit hours 4
Course length 4 weeks

PBST500
Product and Consumer Research Analysis
In this course, students will learn about market research and analysis. They will learn how to identify market trends and consumer behavior, and to use this information to make informed decisions about product development and marketing strategies.
Total credit hours 4
Course length 4 weeks

GRD526
Logos and Symbols
The Logos and Symbols course explores the role of logos and symbols in the creation of brand identity. Students will learn about the history and evolution of logos, as well as the psychological impact that symbols have on human perception.
Total credit hours 4
Course length 4 weeks

DAC464
Live Event Design
In the Live Event Design course, students will learn the principles and techniques of creating and executing live events. The course will cover topics such as event planning, production design, and technical aspects of live events, as well as the role of technology in event design.
Total credit hours 4
Course length 4 weeks

KMT316
Marketing Law and Contracts
The Marketing Law and Contracts course covers the legal aspects of marketing, with a focus on the regulation of advertising and promotion. Students will learn about the legal framework governing marketing and sales, and how to navigate the legal challenges that arise in the field.
Total credit hours 4
Course length 4 weeks

MLY141
Marketing Research
The Marketing Research course explores the role of marketing research in understanding consumer behavior and informing business decisions. Students will learn about qualitative and quantitative research methods, and how to design and conduct market research studies.
Total credit hours 4
Course length 4 weeks

MLY423
Campaign Management
The Campaign Management course covers the planning, execution, and evaluation of marketing campaigns. Students will learn about the key components of a campaign, including target audience identification, message development, and measurement and optimization.
Total credit hours 4
Course length 4 weeks

MDS640
Measuring Design Effectiveness
By exploring the ways in which visual and interactive content is used to inform and persuade audiences, this course will equip students with the skills needed to measure the effectiveness of their design decisions.
Total credit hours 3
Course length 4 weeks

SCS383
Media Strategy
This course covers the development of media strategies for various types of media, including print, broadcast, and digital platforms. Students will learn how to identify and analyze the strengths and weaknesses of different media channels, and how to develop effective media plans.
Total credit hours 4
Course length 4 weeks

ITD600
Media Asset Creation
The Media Asset Creation course explores the power of emerging media assets that are available to the digital workplace today. Students will learn about the various tools and techniques used to create and manage digital assets, and how to leverage these assets for maximum impact.
Total credit hours 4
Course length 4 weeks

MMA441
Media Entrepreneurship
The Media Entrepreneurship course introduces students to the key concepts in entrepreneurship and the evolution of media technology. Students will explore the role of entrepreneurs in shaping the media landscape and will learn about the challenges and opportunities associated with starting and growing a media business.
Total credit hours 4
Course length 4 weeks

FULL SAIL UNIVERSITY
COURSE DESCRIPTIONS
**Course Descriptions**

**GBS510**
**Media Relations**

Juniors have traditionally provided PR professionals with unparalleled experience. They have had the opportunity to be on the business and have been involved in the creation of the student-run media relations program. This experience has given students the opportunity to gain valuable knowledge and the ability to write. The course will provide the students with the tools to succeed in the media relations field.

Total credit hours 4.0
Course length 4 weeks

**MCN439**
**Media Sociology**

The Media Sociology course explores the relationship between media and society. It examines how media influences the way we think, feel, and act. The course also examines the role of media in shaping social norms and values.

Total credit hours 4.0
Course length 4 weeks

**APR346**
**Mixing Techniques**

The Mixers Techniques course explores the use of audio processing and mixing in the creation of music and sound. The course also covers the use of digital audio workstations and the use of virtual instruments in the creation of sound.

Total credit hours 3.0
Course length 4 weeks

**MDV370**
**Mobile Development Frameworks I**

The Mobile Development Frameworks I course covers the basics of mobile development frameworks and technologies. Students will learn how to develop applications using various frameworks such as Xamarin, React Native, and Flutter.

Total credit hours 4.0
Course length 4 weeks

**MDV391**
**Mobile Gaming Testing**

The Mobile Gaming Testing course focuses on the testing of mobile games. Students will learn how to test games using various tools and techniques to ensure that the games are reliable and perform as intended.

Total credit hours 3.0
Course length 4 weeks

**MBG630**
**Mobile Gaming: Technical Writing & Project Presentation**

The Mobile Gaming: Technical Writing & Project Presentation course focuses on the technical writing and project presentation aspects of mobile gaming. Students will learn how to write technical documentation and give effective project presentations.

Total credit hours 3.0
Course length 4 weeks

**MBG680**
**Mobile Game Testing Course**

The Mobile Game Testing course focuses on the testing of mobile games. Students will address issues of quality assurance and quality in the design and testing of mobile games. Students will test games using various tools and techniques to ensure that the games are reliable and perform as intended.

Total credit hours 3.0
Course length 4 weeks

**DCN421**
**Mobility and Data Management**

The Mobility and Data Management course covers the use of mobile devices and data management. Students will learn how to manage data on mobile devices and how to ensure that data is secure and accessible.

Total credit hours 3.0
Course length 4 weeks

**DIG305**
**Motion Capture**

The Motion Capture course teaches students about the use of motion capture technology. Students will learn how to use motion capture devices and how to capture and analyze movement data.

Total credit hours 3.0
Course length 4 weeks

**DCN431**
**Motion Graphics Production**

The Motion Graphics Production course covers the use of motion graphics in digital media. Students will learn how to create motion graphics using various software programs and how to use motion graphics to enhance the visual impact of digital media.

Total credit hours 4.0
Course length 4 weeks

**GGM442**
**Model Creation**

The Model Creation course teaches students about the use of 3D modeling software. Students will learn how to create 3D models for use in digital media and other applications.

Total credit hours 4.0
Course length 4 weeks

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Total credit hours 4.0
Course length 4 weeks
Course Descriptions

Multi-Platform Delivery

Course length 4 weeks
Total credit hours 4.0

New Media Marketing

In preparing graduate level students to work in the new media market, this course will learn how an organization and its practices will accomplish its marketing goals and further its success. Students will analyze the ways in which organizations identify and engage influencers and consumers in social media platforms, online videos, and social media-based technologies.

Music Supervision

The core of the Music Supervision course is an introduction to the principles of music selection and supervision with the emphasis on the business principles and the technical requirements of music selection.

Copyright and Licensing

The Music Copyright and Licensing course focuses on the music industry, royalty, the songwriter's contract, and the business of music publishing.

TradeMark

In the Multimedia Reporting course, students will learn how to edit and produce process electronic information, and how to produce and integrate traditional and nontraditional distribution and sale of music. The course also covers management configuration for multimedia business, the role of the business in determining the success of the business, and the role of the business in determining the success of the product.

Music Business

The Music Business course provides a comprehensive overview of the business structures and the support services involved in the music industry. Students will learn about the business of music, the role of the business in determining the success of the product, and the role of the business in determining the success of the product.

Music Genres

The Music Genres course studies the stylistic and technical aspects of musical structure and musical analysis. It explores the elements of music, music terminology, and musical style.

Music Development

The course addresses the development of deal memos and contracts, and negotiation skill development, tools needed to become a strong negotiator and business professionals to grow companies, networks, and grown from the more conventional business professionals.

Music Production for Media

In the Music Production for Media course, students will learn how to produce and integrate traditional and nontraditional distribution and sale of music. The course also covers management configuration for multimedia business, the role of the business in determining the success of the business, and the role of the business in determining the success of the product.

Music Marketing for Media

The Music Marketing for Media course covers the principles of marketing and advertising, and the role of the business in determining the success of the product.

Music Genres

The Music Genres course studies the stylistic and technical aspects of musical structure and musical analysis. It explores the elements of music, music terminology, and musical style.

Music Development

The course addresses the development of deal memos and contracts, and negotiation skill development, tools needed to become a strong negotiator and business professionals to grow companies, networks, and grown from the more conventional business professionals.

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In the Music Production for Media course, students will learn how to produce and integrate traditional and nontraditional distribution and sale of music. The course also covers management configuration for multimedia business, the role of the business in determining the success of the business, and the role of the business in determining the success of the product.

Music Marketing for Media

The Music Marketing for Media course covers the principles of marketing and advertising, and the role of the business in determining the success of the product.
which will assist them in their future strategies to solve real-world problems, interactive programs, students will develop and methods of storytelling on multimedia by learning the technology, techniques, possibilities and challenges of new media and streaming video and audio. Students of new-media tools, including images, text, online environments to accomplish course their effectiveness. Students will explore examine these communication avenues and methods and media outlets. Students will evaluate new-media tools along with past New Media Tools and standards in a 24-hour multimedia publishing. Course instruction addresses with the technologies of interactive fractionalized revenue streams. Students multiple distribution platforms, evolving in the digital age: global competition, and Distribution New Media Publishing Course Descriptions will also examine how algorithms are used role of data mining in supporting effective algorithms in a variety of BI processes from data. Students will explore the use of statistical patterns and relationships in The Patterns and Recognition Course will provide students with the skills needed to make informed decisions in a business environment. Students will examine the principles of financial analysis, forecasting operations and growth, and the concept of risk management. Students will also examine financial statement concepts, covered in the course include: income statement, balance sheet, statement of cash flows, rate of return on equity, and management of debt and equity. This course provides an examination of the challenges and benefits of entrepreneurship as a career path. Total credit hours 3.5 Course length 4 weeks Total credit hours 4.0 Course length 4 weeks Total credit hours 4.0 Course length 3.5 Total credit hours 4.0 Course length 4 weeks Total credit hours 4.0 Course length 4 weeks Total credit hours 4.0 Course length 3.5 Total credit hours 5.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 3.0 Total credit hours 3.0 Total credit hours 3.5 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0 Total credit hours 4.0
Course Descriptions

ENTB4525

Professional Selling
The Professional selling course teaches students the knowledge and skills for business development and client-relationship management for both inside and outside sales companies. Students learn best practice in product positioning, price, presentation, and the art of negotiation in the sales process. Emphasis is placed on the hurdles in meeting sales objectives. This knowledge will enable students to understand customer relationship, distinguishing types of clients, the relationship between sales and marketing, and methods of sales forecasting and reporting. Students will learn how to deliver an effective sales presentation and build the array of related career opportunities within the industry.
Total credit hours: 4.0
Course length: 4 weeks

ENC230

Professional Writing
The Professional writing course prepares students to work in a fast-paced digital world with contemporary technologies in today’s world. Students will learn the necessary connection between the development of their writing skills and their career success. With a focus on persuasion, students will observe best practices for conveying messages through their writing. From content creation, to editing, formatting, styles, and techniques in writing letters, email, reports, documents, presentations, and proposals.
Total credit hours: 3.0
Course length: 3 weeks

COURSE DESCRIPTIONS

GDN201

Programming Foundations I
The Programming Foundations I course is focused on understanding the basic concepts of programming using the popular language of Java. As such, students will learn how to use elementary syntax and programming concepts.
Total credit hours: 3.0
Course length: 3 weeks

COD124

Programming I
The Programming I course introduces students to the programming concepts, focusing on iterative and event-driven programming paradigms. Students will learn how to use object-oriented programming techniques and utilize variables and procedures in a game-like environment.
Total credit hours: 3.0
Course length: 3 weeks

3DA19

Project and Portfolio I: 3-D Arts
The Project and Portfolio I: 3-D Arts course combines hands on learning experiences with summative and formative portfolio assessments. In this course, students will create a portfolio of work and present it to assess their professional brand identity and ability to utilize the professional skills they have learned as well as their professional skills.
Total credit hours: 3.0
Course length: 3 weeks

CP100

Programming II
The Programming II course builds on the fundamental concepts and programming principles taught in the previous course. Students will learn to use various software libraries and frameworks that make programming easier.
Total credit hours: 3.0
Course length: 3 weeks

AUD19

Project and Portfolio I: Audio
Students in the Project and Portfolio I: Audio course will learn to use advanced techniques in audio production and music technology.
Total credit hours: 3.0
Course length: 3 weeks

COM19

Project and Portfolio I: Communications
The Project and Portfolio I: Communications course combines hands on learning experiences with summative and formative portfolio assessments. This course will lay the foundation for students to develop their communication and writing skills by integrating written and oral communications in the context of their coursework.
Total credit hours: 3.0
Course length: 3 weeks

ENG19

Project and Portfolio I: Engineering
The Project and Portfolio I: Engineering course combines hands on learning experiences with summative and formative portfolio assessments. Students will employ their knowledge of engineering practices to design, build, and troubleshoot their projects.
Total credit hours: 3.0
Course length: 3 weeks

MAR19

Project and Portfolio I: Marketing
The Project and Portfolio I: Marketing course combines hands on learning experiences with summative and formative portfolio assessments. This course will give students the opportunity to develop their portfolio skills through real-world projects and client work.
Total credit hours: 3.0
Course length: 3 weeks

COD119

Project and Portfolio I: Code
The Project and Portfolio I: Code course combines hands on learning experiences with summative and formative portfolio assessments. In this course, students will apply their knowledge of coding principles and techniques to create sophisticated software programs.
Total credit hours: 3.0
Course length: 3 weeks

FAV19

Project and Portfolio I: Film and Video
The Project and Portfolio I: Film and Video course combines hands on learning experiences with summative and formative portfolio assessments. In this course, students will produce a short film and video project that will be shown at the end of the course.
Total credit hours: 3.0
Course length: 3 weeks

ST101

Project and Portfolio II: Storytelling
The Project and Portfolio II: Storytelling course combines hands on learning experiences with summative and formative portfolio assessments. In this course, students will develop their storytelling skills through the creation of a story from start to finish.
Total credit hours: 3.0
Course length: 3 weeks

MAR229

Project and Portfolio II: Marketing
The Project and Portfolio II: Marketing course combines hands on learning experiences with summative and formative portfolio assessments. In this course, students will develop their marketing skills through client research and preproduction techniques.
Total credit hours: 3.0
Course length: 3 weeks

FAV229

Project and Portfolio II: Film and Video
The Project and Portfolio II: Film and Video course combines hands on learning experiences with summative and formative portfolio assessments. This course builds upon skills taught in previous courses and gives students the opportunity to review and enhance their projects. This course will focus on the development of a comprehensive portfolio that will be assessed through summative and formative assessments.
Total credit hours: 3.0
Course length: 3 weeks

COURSE DESCRIPTIONS
Course Descriptions

**FULL SAIL UNIVERSITY**

**COURSE DESCRIPTIONS**

**ENG229 Project and Portfolio II: Code**
The Project and Portfolio II: Code course combines hands-on learning experiences with summative and formative portfolio assessments. To help students practice the important techniques used by the professionals and designers in the industry, the final project will build on previous course assignments. The assignments include implementing scalable and fast algorithms, analyzing industry use cases, and allowing students to complete projects on their own.

**Course length 4 weeks**
**Total credit hours 3.0**

**CME229 Project and Portfolio II: Communications**
The Project and Portfolio II: Communications course combines hands-on learning experiences with summative and formative portfolio assessments. Building on the media campaign concepts established in Portfolio I, students will complete an original presentation that demonstrates how to use research to establish a working social media plan. The course will also introduce students to ways to synthesize concepts and techniques in interpersonal communication, mass media, and the introductory portfolio course.

**Course length 4 weeks**
**Total credit hours 3.0**

**ENG229 Project and Portfolio II: Engineering**
The Project and Portfolio II: Engineering course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will design and implement a networked device project. The requirements include creating a working prototype that incorporates multiple integrated servers that have been secured. The finished product will be a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**MBA229 Project and Portfolio II: Music Production**
The Project and Portfolio II: Music Production course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will draft a summary that highlights the mechanics, flow, fun, and unique play of the finished product. In the course, they will be expected to extend their existing projects and assess project plans documenting the system and design decisions.

**Course length 4 weeks**
**Total credit hours 3.0**

**TOE229 Project and Portfolio II: Storytelling**
The Project and Portfolio II: Storytelling course combines hands-on learning experiences with summative and formative portfolio assessments. This course identifies usability and design concepts that demonstrate mastery of design theory and technique. Students will be expected to create a hard-surface project and an animation sequence. The course prepares students for project deadlines and provides a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**CAB239 Project and Portfolio III: Digital Cinematography**
The Project and Portfolio III: Digital Cinematography course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will use higher-order thinking skills and program original loop-based sequences. They will be expected to create a sample writing portfolio as well as research of risk-management and security concerns present in the project scope to attract potential partners. Students will also be expected to create a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**FAB239 Project and Portfolio III: Film**
The Project and Portfolio III: Film course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will be expected to create a sample writing portfolio as well as research of risk-management and security concerns present in the project scope to attract potential partners. Students will also be expected to create a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**MAF239 Project and Portfolio III: Game Development**
The Project and Portfolio III: Game Development course combines hands-on learning experiences with summative and formative portfolio assessments. This course identifies usability and design concepts that demonstrate mastery of design theory and technique. Students will be expected to create a hard-surface project and an animation sequence. The course prepares students for project deadlines and provides a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**MFP239 Project and Portfolio III: Music Production**
The Project and Portfolio III: Music Production course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will be expected to create a hard-surface project and an animation sequence. The course prepares students for project deadlines and provides a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**CAB239 Project and Portfolio III: Computer Animation**
The Project and Portfolio III: Computer Animation course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will be expected to create a hard-surface project and an animation sequence. The course prepares students for project deadlines and provides a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**MBP239 Project and Portfolio III: Mobile Development**
The Project and Portfolio III: Mobile Development course combines hands-on learning experiences with summative and formative portfolio assessments. This course identifies usability and design concepts that demonstrate mastery of design theory and technique. Students will be expected to create a hard-surface project and an animation sequence. The course prepares students for project deadlines and provides a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**PSO239 Project and Portfolio III: Project Management**
The Project and Portfolio III: Project Management course combines hands-on learning experiences with summative and formative portfolio assessments. This course identifies usability and design concepts that demonstrate mastery of design theory and technique. Students will be expected to create a hard-surface project and an animation sequence. The course prepares students for project deadlines and provides a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**SCI229 Project and Portfolio II: Web Design**
The Project and Portfolio II: Web Design course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will be expected to create a sample writing portfolio as well as research of risk-management and security concerns present in the project scope to attract potential partners. Students will also be expected to create a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**FAB239 Project and Portfolio III: Film**
The Project and Portfolio III: Film course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will be expected to create a sample writing portfolio as well as research of risk-management and security concerns present in the project scope to attract potential partners. Students will also be expected to create a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**APR239 Project and Portfolio III: Audio Production**
The Project and Portfolio III: Audio Production course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will be expected to create a sample writing portfolio as well as research of risk-management and security concerns present in the project scope to attract potential partners. Students will also be expected to create a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**MAL229 Project and Portfolio II: Marketing**
The Project and Portfolio II: Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will be expected to create a sample writing portfolio as well as research of risk-management and security concerns present in the project scope to attract potential partners. Students will also be expected to create a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**MAD229 Project and Portfolio II: Media Development**
The Project and Portfolio II: Media Development course combines hands-on learning experiences with summative and formative portfolio assessments. This course identifies usability and design concepts that demonstrate mastery of design theory and technique. Students will be expected to create a hard-surface project and an animation sequence. The course prepares students for project deadlines and provides a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**FAB239 Project and Portfolio III: Film**
The Project and Portfolio III: Film course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will be expected to create a sample writing portfolio as well as research of risk-management and security concerns present in the project scope to attract potential partners. Students will also be expected to create a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**MAL229 Project and Portfolio II: Marketing**
The Project and Portfolio II: Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will be expected to create a sample writing portfolio as well as research of risk-management and security concerns present in the project scope to attract potential partners. Students will also be expected to create a résumé.

**Course length 4 weeks**
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**Course length 4 weeks**
**Total credit hours 3.0**

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The Project and Portfolio III: Film course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will be expected to create a sample writing portfolio as well as research of risk-management and security concerns present in the project scope to attract potential partners. Students will also be expected to create a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**

**MAL229 Project and Portfolio II: Marketing**
The Project and Portfolio II: Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will be expected to create a sample writing portfolio as well as research of risk-management and security concerns present in the project scope to attract potential partners. Students will also be expected to create a résumé.

**Course length 4 weeks**
**Total credit hours 3.0**
Course Descriptions

GRA239 Project and Portfolio III: Game Design
The Project and Portfolio III: Game Design course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will be introduced to professional game development practices; review their work based on peers; and work toward the goal of publishing their own original game. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

MAD239 Project and Portfolio III: Marketing
The Project and Portfolio III: Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will develop comprehensive marketing plans; review their work based on peers; and work toward the goal of securing a marketing position in their desired field. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

MDV239 Project and Portfolio III: Media Communications
The Project and Portfolio III: Media Communications course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will create an online portfolio website showcasing the media campaign planning and research completed in their previous portfolio courses. Students will create additional graphics and audio-based assets to further support their media campaign and highlight their emerging personal brand. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

MOV239 Project and Portfolio III: Mobile Development
The Project and Portfolio III: Mobile Development course combines hands-on learning experiences with summative and formative portfolio assessments. This course synthesizes usability, programming, and design techniques to enable students to create mobile applications. Students will apply these techniques to a project similar to current market designs. Students will be assessed on their ability to implement a mobile application.

Total credit hours 3.0
Course length 4 weeks

MUS239 Project and Portfolio III: Music Production
The Project and Portfolio III: Music Production course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will learn music production with an emphasis on both live and studio recording. Students will experience the recording and production process and how to create a clean, polished mix. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

SFB239 Project and Portfolio III: Simulation and Visualization
The Project and Portfolio III: Simulation and Visualization course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will create complex simulations to be used in a variety of applications. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

SDV239 Project and Portfolio III: Software Development
The Project and Portfolio III: Software Development course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will learn software design and programming techniques to create a functional software application that meets industry standards. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

SPA239 Project and Portfolio III: Show Production
The Project and Portfolio III: Show Production course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will learn a variety of the design and production skills necessary to produce a live and audio recording of a show. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

SPM239 Project and Portfolio IV: Audio Production
The Project and Portfolio IV: Audio Production course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will learn audio production skills and design techniques to produce a live audio and video recording of a performance. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

SSE239 Project and Portfolio IV: Cloud Technologies
The Project and Portfolio IV: Cloud Technologies course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will learn cloud computing concepts and best practices. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

TCP349 Project and Portfolio IV: Creative Writing
The Project and Portfolio IV: Creative Writing course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will develop their personal creative writing style. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

DAD349 Project and Portfolio IV: Digital Arts and Design
The Project and Portfolio IV: Digital Arts and Design course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will design a digital artwork that demonstrates their understanding of formative and summative portfolio assessments. The course will help students develop a portfolio that demonstrates their ability to apply digital design and media skills to create compelling art. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

DCB349 Project and Portfolio IV: Digital Cinematography
The Project and Portfolio IV: Digital Cinematography course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will develop video projects that demonstrate their ability to create compelling visual stories. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

DCS349 Project and Portfolio IV: Digital Marketing
The Project and Portfolio IV: Digital Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. This course, students will learn the principles and practices of digital marketing. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

FBS349 Project and Portfolio IV: Entertainment Business
The Project and Portfolio IV: Entertainment Business course combines hands-on learning experiences with summative and formative portfolio assessments. This course, students will learn the skills and knowledge necessary to succeed in the entertainment business. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

DMK349 Project and Portfolio IV: Film
The Project and Portfolio IV: Film course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will engage in a series of projects that will help them develop their film production skills. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

DAD349 Project and Portfolio IV: Digital Arts and Design
The Project and Portfolio IV: Digital Arts and Design course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will develop an interactive application that demonstrates their understanding of summative and formative portfolio assessments. The course will help students develop a portfolio that demonstrates their ability to apply digital design and media skills to create compelling art. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

DCB349 Project and Portfolio IV: Digital Cinematography
The Project and Portfolio IV: Digital Cinematography course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will develop video projects that demonstrate their ability to create compelling visual stories. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

DCS349 Project and Portfolio IV: Digital Marketing
The Project and Portfolio IV: Digital Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will learn the principles and practices of digital marketing. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

FBS349 Project and Portfolio IV: Entertainment Business
The Project and Portfolio IV: Entertainment Business course combines hands-on learning experiences with summative and formative portfolio assessments. This course, students will learn the skills and knowledge necessary to succeed in the entertainment business. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

DMK349 Project and Portfolio IV: Film
The Project and Portfolio IV: Film course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will engage in a series of projects that will help them develop their film production skills. The focus in this course is iteration and bringing project work up to industry standards.

Total credit hours 3.0
Course length 4 weeks

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Course Descriptions

**Project and Portfolio IV: Game Art**
The Project and Portfolio IV: Game Art course combines hands-on learning experiences with cumulative and formative portfolio assessments. This course gives students an opportunity to combine their production-ready, in-game models and materials, building on lessons and techniques from previous courses, and, when combined with a high-resolution mobile engine, in-game media, materials, and game renders for presentation. Artistic and creative skills will be honed, and students will create a working prototype and final presentation that can be used for their digital portfolio.

Total credit hours: 3.0
Course length: 4 weeks

**Project and Portfolio IV: Graphic Design**
The Project and Portfolio IV: Graphic Design course combines hands-on learning experiences with cumulative and formative portfolio assessments. This course applies students’ new skills to a professional environment and development of the course's objectives. Students will develop an artist’s portfolio for a specific industry or style and deliver a final project that can be used for their digital portfolio.

Total credit hours: 3.0
Course length: 4 weeks

**Project and Portfolio IV: Music Business**
The Project and Portfolio IV: Music Business course combines hands-on learning experiences with cumulative and formative portfolio assessments. In this course, students will learn how to sell their music and build an artist’s portfolio for the music industry. They will use research methods to gather the information for the pitch, and they will develop a business plan that can be used for their digital portfolio.

Total credit hours: 3.0
Course length: 4 weeks

**Project and Portfolio IV: Show Production**
The Project and Portfolio IV: Show Production course combines hands-on learning experiences with cumulative and formative portfolio assessments. This course prepares students for a working role in a performance environment. Students will develop multimedia products and solutions for digital platforms. They will also understand the value of story and interactive content management in the music industry.

Total credit hours: 3.0
Course length: 4 weeks

**Project and Portfolio IV: Web Design and Development**
The Project and Portfolio IV: Web Design and Development course combines hands-on learning experiences with cumulative and formative portfolio assessments. This course prepares students for a working role as a web developer. Students will apply their knowledge of audio, video, and web design to create a final web application that can be used for their digital portfolio.

Total credit hours: 3.0
Course length: 4 weeks

**Project and Portfolio IV: Cloud Technologies**
The Project and Portfolio IV: Cloud Technologies course combines hands-on learning experiences with cumulative and formative portfolio assessments. In this course, students will gain knowledge gained from prior courses to utilize cloud-based systems on multiple nodes. Students will develop a cloud-based system using modern database technologies and will create a working prototype and final presentation that can be used for their digital portfolio.

Total credit hours: 3.0
Course length: 4 weeks

**Digital Media**

**MMG349**
Project and Portfolio IV: Graphic Design
Course length: 4 weeks

**MMG349**
Project and Portfolio IV: Music Business
Course length: 4 weeks

**MMG349**
Project and Portfolio IV: Show Production
Course length: 4 weeks

**MMG349**
Project and Portfolio IV: Web Design and Development
Course length: 4 weeks

**MMG349**
Project and Portfolio IV: Cloud Technologies
Course length: 4 weeks

*Full Sail University*
Project and Portfolio V: Entertainment Business
The Project and Portfolio V: Entertainment Business course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will develop a unique piece of entertainment media and a distribution plan to connect with potential consumers. Students will explore the entertainment industry and its stakeholders and learn how to distribute a digital or physical media product. Students will also gain an understanding of how media assets are leveraged to enhance the dynamism and uniqueness of digital and physical products.
Course length 4 weeks
Total credit hours 3.0
Course level 4 weeks

Project and Portfolio V: Digital Design
The Project and Portfolio V: Digital Design course combines hands-on learning experiences with summative and formative portfolio assessments. This course focuses on game design and storytelling, which are essential skills for creating engaging digital experiences. Students will be introduced to the fundamentals of game design and learn how to develop a unique game concept that meets industry standards.
Course length 4 weeks
Total credit hours 3.0
Course level 4 weeks

Project and Portfolio V: Game Development
The Project and Portfolio V: Game Development course combines hands-on learning experiences with summative and formative portfolio assessments. This course focuses on game development and the process of bringing a game concept to life. Students will learn about game engines, programming languages, and different levels of game development. They will also have the opportunity to create their own game prototypes and receive feedback from their peers.
Course length 4 weeks
Total credit hours 3.0
Course level 4 weeks

Project and Portfolio V: Game Design
The Project and Portfolio V: Game Design course combines hands-on learning experiences with summative and formative portfolio assessments. This course focuses on the creative aspects of game design, including storyboarding, character design, and level design. Students will learn how to apply design principles to create engaging game environments.
Course length 4 weeks
Total credit hours 3.0
Course level 4 weeks

Project and Portfolio V: Media Communications
The Project and Portfolio V: Media Communications course combines hands-on learning experiences with summative and formative portfolio assessments. Building on research conducted in Portfolio I, students will review a related industry business and analyze its current marketing strategy for branding and marketing. Students will also create a new marketing plan that leverages opportunities not currently pursued. In this way, students will also contribute to their portfolio course knowledge of graph, graphic, digital, brand, and business principles. Self-directed students may also explore or research projects or internships during the course.
Course length 4 weeks
Total credit hours 3.0
Course level 4 weeks

Project and Portfolio V: Marketing
The Project and Portfolio V: Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. This course focuses on marketing and includes a hands-on project that students will present in class. Students will also learn about marketing concepts and strategies that they can use to succeed in the industry.
Course length 4 weeks
Total credit hours 3.0
Course level 4 weeks

Project and Portfolio V: Music
The Project and Portfolio V: Music course combines hands-on learning experiences with summative and formative portfolio assessments. This course focuses on music production and includes a hands-on project that students will present in class. Students will also learn about music production concepts and strategies that they can use to succeed in the industry.
Course length 4 weeks
Total credit hours 3.0
Course level 4 weeks

Project and Portfolio V: Production
The Project and Portfolio V: Production course combines hands-on learning experiences with summative and formative portfolio assessments. This course focuses on production and includes a hands-on project that students will present in class. Students will also learn about production concepts and strategies that they can use to succeed in the industry.
Course length 4 weeks
Total credit hours 3.0
Course level 4 weeks

Project and Portfolio V: Programming
The Project and Portfolio V: Programming course combines hands-on learning experiences with summative and formative portfolio assessments. This course focuses on programming and includes a hands-on project that students will present in class. Students will also learn about programming concepts and strategies that they can use to succeed in the industry.
Course length 4 weeks
Total credit hours 3.0
Course level 4 weeks

Project and Portfolio V: Simulation and Visualization
The Project and Portfolio V: Simulation and Visualization course combines hands-on learning experiences with summative and formative portfolio assessments. This course focuses on simulation and visualization and includes a hands-on project that students will present in class. Students will also learn about simulation and visualization concepts and strategies that they can use to succeed in the industry.
Course length 4 weeks
Total credit hours 3.0
Course level 4 weeks

Project and Portfolio V: Web Design
The Project and Portfolio V: Web Design course combines hands-on learning experiences with summative and formative portfolio assessments. This course focuses on web design and includes a hands-on project that students will present in class. Students will also learn about web design concepts and strategies that they can use to succeed in the industry.
Course length 4 weeks
Total credit hours 3.0
Course level 4 weeks

Project and Portfolio V: Audio Production
The Project and Portfolio V: Audio Production course combines hands-on learning experiences with summative and formative portfolio assessments. This course focuses on audio production and includes a hands-on project that students will present in class. Students will also learn about audio production concepts and strategies that they can use to succeed in the industry.
Course length 4 weeks
Total credit hours 3.0
Course level 4 weeks

Project and Portfolio V: Creative Writing for Entertainment
The Project and Portfolio V: Creative Writing for Entertainment course combines hands-on learning experiences with summative and formative portfolio assessments. This course is designed for students who want to become writers in the entertainment industry. Students will learn how to develop engaging scripts and compelling stories for films, television, video games, and other media formats.
Course level 4 weeks
Total credit hours 3.0
Course level 4 weeks

Course Descriptions:
- **Course Name**: Project and Portfolio V: Entertainment Business
- **Course Code**: CAB519
- **Course Description**: This course provides hands-on learning experiences with summative and formative portfolio assessments. Students will engage in a series of projects that allow them to develop their own unique entertainment media. The course will culminate in a final project that students present to the class and receive feedback from their peers.
- **Course Length**: 4 weeks
- **Total Credit Hours**: 3.0
- **Course Level**: 4 weeks
- **Primary Language**: English

- **Course Name**: Project and Portfolio V: Digital Design
- **Course Code**: CAB529
- **Course Description**: This course provides hands-on learning experiences with summative and formative portfolio assessments. Students will learn about the creative aspects of digital design, including storyboarding, character design, and level design. They will also have the opportunity to create their own digital design projects and receive feedback from their peers.
- **Course Length**: 4 weeks
- **Total Credit Hours**: 3.0
- **Course Level**: 4 weeks
- **Primary Language**: English

- **Course Name**: Project and Portfolio V: Game Development
- **Course Code**: CAB539
- **Course Description**: This course provides hands-on learning experiences with summative and formative portfolio assessments. Students will learn about game development and the process of bringing a game concept to life. They will also have the opportunity to create their own game prototypes and receive feedback from their peers.
- **Course Length**: 4 weeks
- **Total Credit Hours**: 3.0
- **Course Level**: 4 weeks
- **Primary Language**: English

- **Course Name**: Project and Portfolio V: Game Design
- **Course Code**: CAB549
- **Course Description**: This course provides hands-on learning experiences with summative and formative portfolio assessments. Students will learn about game design and storytelling, which are essential skills for creating engaging digital experiences. They will also have the opportunity to create their own game concepts that meet industry standards.
- **Course Length**: 4 weeks
- **Total Credit Hours**: 3.0
- **Course Level**: 4 weeks
- **Primary Language**: English

- **Course Name**: Project and Portfolio V: Media Communications
- **Course Code**: CAB559
- **Course Description**: This course provides hands-on learning experiences with summative and formative portfolio assessments. Students will learn about media communications and the process of creating engaging media communications. They will also have the opportunity to create their own media communications projects and receive feedback from their peers.
- **Course Length**: 4 weeks
- **Total Credit Hours**: 3.0
- **Course Level**: 4 weeks
- **Primary Language**: English

- **Course Name**: Project and Portfolio V: Marketing
- **Course Code**: CAB569
- **Course Description**: This course provides hands-on learning experiences with summative and formative portfolio assessments. Students will learn about marketing and the process of creating engaging marketing strategies. They will also have the opportunity to create their own marketing projects and receive feedback from their peers.
- **Course Length**: 4 weeks
- **Total Credit Hours**: 3.0
- **Course Level**: 4 weeks
- **Primary Language**: English
Course Descriptions

DAD469 Project and Portfolio VI: Digital Arts and Design
The Project and Portfolio VI: Digital Arts and Design course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will combine hands-on experiential learning with summative and formative portfolio assessments. Students will be asked to develop a work plan for the project that includes the creation of digital content, the selection of tools, and the development of a design portfolio. Students will also be responsible for evaluating their own design process and the overall quality of their project. Total credit hours 3.0 Course length 4 weeks

FAD469 Project and Portfolio VI: Film
The Project and Portfolio VI: Film course combines hands-on learning experiences with summative and formative portfolio assessments. Students will be asked to develop a work plan for the project that includes the creation of digital content, the selection of tools, and the development of a design portfolio. Students will also be responsible for evaluating their own design process and the overall quality of their project. Total credit hours 3.0 Course length 4 weeks

GAD469 Project and Portfolio VI: Game Design
The Project and Portfolio VI: Game Design course combines hands-on learning experiences with summative and formative portfolio assessments. Students will be asked to develop a work plan for the project that includes the creation of digital content, the selection of tools, and the development of a design portfolio. Students will also be responsible for evaluating their own design process and the overall quality of their project. Total credit hours 3.0 Course length 4 weeks

HAD469 Project and Portfolio VI: Graphic Design
The Project and Portfolio VI: Graphic Design course combines hands-on learning experiences with summative and formative portfolio assessments. Students will be asked to develop a work plan for the project that includes the creation of digital content, the selection of tools, and the development of a design portfolio. Students will also be responsible for evaluating their own design process and the overall quality of their project. Total credit hours 3.0 Course length 4 weeks

MBD469 Project and Portfolio VI: Music Business
The Project and Portfolio VI: Music Business course combines hands-on learning experiences with summative and formative portfolio assessments. Students will be asked to develop a work plan for the project that includes the creation of digital content, the selection of tools, and the development of a design portfolio. Students will also be responsible for evaluating their own design process and the overall quality of their project. Total credit hours 3.0 Course length 4 weeks

RAD469 Project and Portfolio VI: Recording Arts
The Project and Portfolio VI: Recording Arts course combines hands-on learning experiences with summative and formative portfolio assessments. Students will be asked to develop a work plan for the project that includes the creation of digital content, the selection of tools, and the development of a design portfolio. Students will also be responsible for evaluating their own design process and the overall quality of their project. Total credit hours 3.0 Course length 4 weeks

SDV469 Project and Portfolio VI: Simulation and Visualization
The Project and Portfolio VI: Simulation and Visualization course combines hands-on learning experiences with summative and formative portfolio assessments. Students will be asked to develop a work plan for the project that includes the creation of digital content, the selection of tools, and the development of a design portfolio. Students will also be responsible for evaluating their own design process and the overall quality of their project. Total credit hours 3.0 Course length 4 weeks

SMM469 Project and Portfolio VI: Sports Marketing
The Project and Portfolio VI: Sports Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. Students will be asked to develop a work plan for the project that includes the creation of digital content, the selection of tools, and the development of a design portfolio. Students will also be responsible for evaluating their own design process and the overall quality of their project. Total credit hours 3.0 Course length 4 weeks

SDV469 Project and Portfolio VI: Simulation and Visualization
The Project and Portfolio VI: Simulation and Visualization course combines hands-on learning experiences with summative and formative portfolio assessments. Students will be asked to develop a work plan for the project that includes the creation of digital content, the selection of tools, and the development of a design portfolio. Students will also be responsible for evaluating their own design process and the overall quality of their project. Total credit hours 3.0 Course length 4 weeks

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The Project and Portfolio VI: Sports Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. Students will be asked to develop a work plan for the project that includes the creation of digital content, the selection of tools, and the development of a design portfolio. Students will also be responsible for evaluating their own design process and the overall quality of their project. Total credit hours 3.0 Course length 4 weeks

SDV469 Project and Portfolio VI: Simulation and Visualization
The Project and Portfolio VI: Simulation and Visualization course combines hands-on learning experiences with summative and formative portfolio assessments. Students will be asked to develop a work plan for the project that includes the creation of digital content, the selection of tools, and the development of a design portfolio. Students will also be responsible for evaluating their own design process and the overall quality of their project. Total credit hours 3.0 Course length 4 weeks

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The Project and Portfolio VI: Sports Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. Students will be asked to develop a work plan for the project that includes the creation of digital content, the selection of tools, and the development of a design portfolio. Students will also be responsible for evaluating their own design process and the overall quality of their project. Total credit hours 3.0 Course length 4 weeks

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SMM469 Project and Portfolio VI: Sports Marketing
The Project and Portfolio VI: Sports Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. Students will be asked to develop a work plan for the project that includes the creation of digital content, the selection of tools, and the development of a design portfolio. Students will also be responsible for evaluating their own design process and the overall quality of their project. Total credit hours 3.0 Course length 4 weeks
Course Descriptions

Audio Production

The Project and Portfolio VII: Audio Production course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will develop a professional quality portfolio piece while working against a deadline. Students will apply knowledge acquired in their degree to improve their artistic sensibilities, work ethic, technical knowledge, and personal time management. Students will work through a critique and present their work to a panel of professionals. Students will develop the skills and knowledge necessary to function in a professional arena. Self-directed students may also explore student-driven projects or internships during the course.

Course length: 4 weeks
Total credit hours: 3.0

Creative Writing for Entertainment

The Project and Portfolio VII: Creative Writing for Entertainment course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will expand their existing project by applying their knowledge of software-based text editors and referencing the skills and concepts from previous coursework. Students will also develop a comprehensive portfolio that will serve as the final checkpoint for students’ portfolio assessments. This course touches on their digital project, preparing it for submission to an outside company or for use in a professional arena. Self-directed students may also explore student-driven projects or internships during the course.

Course length: 4 weeks
Total credit hours: 3.0

Digital Marketing

The Project and Portfolio VII: Digital Marketing course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will expand upon their defined microbusiness concept. They will launch the business, establish a brand, and create a website. They will complete summative and formative assessments. Through this project, students will demonstrate the comprehensive suite of skills and knowledge they have gained throughout their program of study.

Course length: 4 weeks
Total credit hours: 3.0

Game Design

The Project and Portfolio VII: Game Design course combines hands-on learning experiences with summative and formative portfolio assessments. This course serves as the final checkpoint for the development and completed work on the Game Design program. Students will leverage new media formats by assessing potential action steps, and develop strategic plans to move forward. This project is used to evaluate the skills and knowledge gained throughout the program, which employs modern multimedia technologies, requires a logon for entry, and is accessible 24 hours a day via the Internet.

Course length: 4 weeks
Total credit hours: 3.0

Mass Media

The Project and Portfolio VII: Mass Media course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will expand upon their defined microbusiness concept. They will launch the business, establish a brand, and create a website. They will complete summative and formative assessments. Through this project, students will demonstrate the comprehensive suite of skills and knowledge they have gained throughout their program of study.

Course length: 4 weeks
Total credit hours: 3.0

Music Business

The Project and Portfolio VII: Music Business course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will expand upon their defined microbusiness concept. They will launch the business, establish a brand, and create a website. They will complete summative and formative assessments. Through this project, students will demonstrate the comprehensive suite of skills and knowledge they have gained throughout their program of study.

Course length: 4 weeks
Total credit hours: 3.0

Performance Production

The Project and Portfolio VII: Performance Production course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will expand upon their defined microbusiness concept. They will launch the business, establish a brand, and create a website. They will complete summative and formative assessments. Through this project, students will demonstrate the comprehensive suite of skills and knowledge they have gained throughout their program of study.

Course length: 4 weeks
Total credit hours: 3.0

Show Production

The Project and Portfolio VII: Show Production course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will expand upon their defined microbusiness concept. They will launch the business, establish a brand, and create a website. They will complete summative and formative assessments. Through this project, students will demonstrate the comprehensive suite of skills and knowledge they have gained throughout their program of study.

Course length: 4 weeks
Total credit hours: 3.0

Show Recording Arts

The Project and Portfolio VII: Show Recording Arts course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will expand upon their defined microbusiness concept. They will launch the business, establish a brand, and create a website. They will complete summative and formative assessments. Through this project, students will demonstrate the comprehensive suite of skills and knowledge they have gained throughout their program of study.

Course length: 4 weeks
Total credit hours: 3.0

Visual Media Production

The Project and Portfolio VII: Visual Media Production course combines hands-on learning experiences with summative and formative portfolio assessments. In this course, students will expand upon their defined microbusiness concept. They will launch the business, establish a brand, and create a website. They will complete summative and formative assessments. Through this project, students will demonstrate the comprehensive suite of skills and knowledge they have gained throughout their program of study.

Course length: 4 weeks
Total credit hours: 3.0
Project and Portfolio VII: Simulation and Visualization

Project and Portfolio VII: Simulation and Visualization course combines hands-on learning experiences with summative and formative portfolio assessments. This course focuses on advanced studio production for broadcast, podcate, and digital sports programming. Students will explore the elements of live sports programming environment. They will engage their own stories and work, in-class and deliver their content at the level required to succeed in the real world. The course is designed for students who work primarily in their areas of focus and collaborate to present different types of structured, interactive, studio-based programming while under the direction of a professional mentor.

Total credit hours: 3.0
Course length: 4 weeks

Prototyping

In the Prototyping course, students will create a project that demonstrates their understanding of the prototype. Each student will develop a prototype that includes their understanding of the design process. Students will produce a project that demonstrates all components of a functioning web-based application, including the methods and techniques used to integrate and deploy technologies. This course will prepare students for team work, developing the experience of collaborating and working within a team environment during the course and beyond.

Total credit hours: 4.0
Course length: 4 weeks

Quality Assurance

Quality Assurance is an integral component of the software development life cycle. In this course, students will learn the process and apply metacognitive skills in the design, implementation, and testing of software applications. The course will cover the process of identifying and prioritizing defects, troubleshooting, and finally, testing to ensure the successful delivery of a quality product.

Total credit hours: 4.0
Course length: 4 weeks

Sports Marketing and Media

Sports Marketing and Media is a course designed to provide students with a comprehensive understanding of the entertainment industry, including the roles and responsibilities of multimedia journalists as they apply to story development, audience, subjectivity, and both print and Web media. This course seeks to inspire students to develop their skills in the area of content creation, including writing, editing, and multimedia production. Students will be encouraged to work collaboratively and produce media content that reflects their interests and experiences.

Total credit hours: 3.0
Course length: 4 weeks

Psychology of Play

In the Psychology of Play course, students will develop the skills and knowledge to create engaging and effective user experiences through game design. Students will learn how to analyze the psychological mechanisms that underlie play and how to design games that are both engaging and educational. The course will cover topics such as the role of play in human development, the effects of play on cognitive and emotional development, and the use of play in therapy and education.

Total credit hours: 4.0
Course length: 4 weeks

Psychology

In the Psychology course, students will develop the skills and knowledge to understand and apply psychological principles to a variety of areas, including research, clinical practice, and everyday life. Students will learn about the nature of psychological research, the scientific method, and the role of empirical evidence in explaining human behavior. The course will cover topics such as motivation, learning, memory, perception, and personality.

Total credit hours: 3.0
Course length: 4 weeks

Publishing and Distribution

In the Publishing and Distribution course, students will develop the skills and knowledge to identify, develop, and deliver multimedia content to various platforms and audiences. The course will cover topics such as the role of distribution in the creation and delivery of content, the development of digital assets, and the use of multimedia tools and platforms for content creation and delivery.

Total credit hours: 4.0
Course length: 4 weeks

Project and Portfolio VII: Software Development

Project and Portfolio VII: Software Development course combines hands-on learning experiences with summative and formative portfolio assessments. This course focuses on advanced software development, including the development of user interface components and the implementation of complex software systems. Students will apply their skills to create a small prototype of a game mechanic, including the design and implementation of an AI system. The course includes lectures on software development, including design patterns and best practices, and requires students to work collaboratively on a project that builds upon their existing knowledge.

Total credit hours: 4.0
Course length: 4 weeks

Public Relations in a Digital World

In the Public Relations in a Digital World course, students will examine the role of social media and Internet and 24/7 media on public relations. Students will learn how the Internet and digital media have influenced not only the development of the PR profession but also how PR is planned, distributed, and controlled. Through the development of the course, students will explore the role of social media in the changing media landscape, the importance of public relations in the 24/7 media environment, and the role of public relations professionals in managing communication in a world of constant change.

Total credit hours: 4.0
Course length: 4 weeks

Public Relations Local Project and Thesis

In the Public Relations Local Project and Thesis course, students will create a project that demonstrates their understanding of public relations in the context of a local organization. The project will involve developing a communication plan that supports the public relations plan. Students will gain a deeper understanding of how public relations strategies can be applied to different contexts and the importance of effective communication in public relations.

Total credit hours: 3.0
Course length: 4 weeks

Public Relations Final Project and Thesis

In the Public Relations Final Project and Thesis course, students will create a project that demonstrates their understanding of public relations in the context of a local organization. The project will involve developing a communication plan that supports the public relations plan. Students will gain a deeper understanding of how public relations strategies can be applied to different contexts and the importance of effective communication in public relations.

Total credit hours: 3.0
Course length: 4 weeks

Public Relations Management Course

The Public Relations Management Course is designed to provide students with a comprehensive understanding of the public relations profession, including the role of public relations in the modern business environment. The course will cover topics such as the role of public relations in brand management, crisis communication, and social media strategy. Students will develop the skills and knowledge to work collaboratively on a project that builds upon their existing knowledge.

Total credit hours: 4.0
Course length: 4 weeks
**Course Descriptions**

**Reputation Management Strategies**

In this course, students will learn how to monitor and manage perceptions in digital environments that impact organizational image, brand reputation, and communication objectives. In addition to monitoring and managing online conversations and search ranking, students will also learn how to report social metrics to organizational stakeholders. Students will also learn how to implement strategies and tools that enable them to maintain and improve their online reputation. Finally, students will consider how they can use these same strategies to monitor and manage their own online reputations as they develop their careers.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Description</th>
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</thead>
<tbody>
<tr>
<td>MADM220</td>
<td>Scalable Data Infrastructure</td>
<td>The Scalable Data Infrastructure course teaches students the fundamental concepts and strategies needed for managing and optimizing large-scale data processing systems. In this course, students will examine the fundamental aspects of data engineering, programming, and distributed systems, and data architectures.</td>
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<tr>
<td>ECOM355</td>
<td>Scriptwriting Techniques</td>
<td>The Scriptwriting Techniques course introduces students to the foundations of storytelling in film, television, and digital media. Students will learn the fundamentals of writing for both long and short-form narratives, including story structure, character development, and scene construction. The similarities and differences among formats will be evaluated, and students will learn about the specific elements in screenplays and short-form story writing.</td>
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<tr>
<td>WRTG325</td>
<td>Script Analysis and Criticism</td>
<td>In the Script Analysis and Criticism course, students will learn how to analyze and critique scripts that create powerful narratives and how they are integrated into multimedia formats. Students will analyze scripts of various genres in order to determine how traditional storytelling techniques can be adapted across different platforms.</td>
</tr>
<tr>
<td>CRIT200</td>
<td>Social Media and Sports Marketing</td>
<td>The Social Media and Sports Marketing course provides a comprehensive look at the use of social media in sports marketing. Students will learn how to use social media to build fan engagement and generate revenue by leveraging social media strategies and tools.</td>
</tr>
<tr>
<td>HUMN357</td>
<td>Introduction to Music Business</td>
<td>This course introduces students to the basics of music business, including the recording and music publishing industries. Students will learn about the roles of record labels, music distributors, and other industry professionals.</td>
</tr>
</tbody>
</table>

**Research and Investigation Skills Development**

The Research and Investigation Skills Development course examines the role of the researcher, as well as effective strategies for approaching research topics. Students will develop critical thinking skills, learn how to analyze and synthesize research findings, and develop a comprehensive understanding of the research process. The course also helps students identify and develop specific skills and strategies that are essential for success in research-oriented fields.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECH175</td>
<td>Responding Technology</td>
<td>The Responding Technology course provides an introduction to the role of technology in media production and content creation. Students will learn about the fundamental concepts and principles of digital media, including production systems and the use of digital tools.</td>
</tr>
<tr>
<td>SIM417</td>
<td>Simulation and Visualization</td>
<td>The Simulation and Visualization course examines the role of computer simulation and visualization in media production and content creation. Students will learn how to use simulation software to create realistic visualizations and animations.</td>
</tr>
<tr>
<td>SIM416</td>
<td>Simulation Production</td>
<td>The Simulation Production course introduces students to the techniques and tools used in the creation of realistic visualizations and animations. Students will learn how to use simulation software to create realistic visualizations and animations.</td>
</tr>
<tr>
<td>SIM415</td>
<td>Simulation and Social Media</td>
<td>The Simulation and Social Media course examines the role of simulation and visualization in social media production and content creation. Students will learn how to use simulation software to create realistic visualizations and animations.</td>
</tr>
<tr>
<td>SIM414</td>
<td>Social Media Marketing</td>
<td>The Social Media Marketing course teaches students how to develop and implement effective strategies for using social media to promote and build brand awareness. Students will learn how to use social media to engage with fans and build a strong online presence.</td>
</tr>
<tr>
<td>SIM413</td>
<td>Social Media and Business</td>
<td>The Social Media and Business course examines the role of social media in business and media production. Students will learn how to use social media to build brand awareness and engage with fans.</td>
</tr>
</tbody>
</table>

**Simulation and Visualization**

The Simulation and Visualization course provides an introduction to the role of computer simulation and visualization in media production and content creation. Students will learn how to use simulation software to create realistic visualizations and animations. | 4.0 | Course length 4 weeks | 4.0 | Total credit hours | 4.0 |

**Scriptwriting Techniques**

The Scriptwriting Techniques course introduces students to the foundations of storytelling in film, television, and digital media. Students will learn the fundamentals of writing for both long and short-form narratives, including story structure, character development, and scene construction. The similarities and differences among formats will be evaluated, and students will learn about the specific elements in screenplays and short-form story writing. | 4.0 | Course length 4 weeks | 4.0 | Total credit hours | 4.0 |

**Scalable Data Infrastructure**

The Scalable Data Infrastructure course teaches students the fundamental concepts and strategies needed for managing and optimizing large-scale data processing systems. In this course, students will examine the fundamental aspects of data engineering, programming, and distributed systems, and data architectures. | 4.0 | Course length 4 weeks | 4.0 | Total credit hours | 4.0 |

**Scriptwriting**

The Scriptwriting course introduces students to the foundations of storytelling in film, television, and digital media. Students will learn the fundamentals of writing for both long and short-form narratives, including story structure, character development, and scene construction. The similarities and differences among formats will be evaluated, and students will learn about the specific elements in screenplays and short-form story writing. | 4.0 | Course length 4 weeks | 4.0 | Total credit hours | 4.0 |

**Scoring and Synchronization**

The Scoring and Synchronization course provides an introduction to the role of music in film and television. Students will learn about the fundamental concepts and principles of scoring and synchronization, including music notation and orchestration. | 4.0 | Course length 4 weeks | 4.0 | Total credit hours | 4.0 |

**Scriptwriting and Directing**

The Scriptwriting and Directing course introduces students to the fundamentals of writing for film and television, including story structure, character development, and scene construction. | 4.0 | Course length 4 weeks | 4.0 | Total credit hours | 4.0 |

**Scriptwriting Techniques**

The Scriptwriting Techniques course introduces students to the foundations of storytelling in film, television, and digital media. Students will learn the fundamentals of writing for both long and short-form narratives, including story structure, character development, and scene construction. The similarities and differences among formats will be evaluated, and students will learn about the specific elements in screenplays and short-form story writing. | 4.0 | Course length 4 weeks | 4.0 | Total credit hours | 4.0 |

**Scriptwriting and Directing**

The Scriptwriting and Directing course introduces students to the fundamentals of writing for film and television, including story structure, character development, and scene construction. | 4.0 | Course length 4 weeks | 4.0 | Total credit hours | 4.0 |
Course Descriptions

PSB550 Social Media Metrics and ROI

The ability to measure and evaluate public relations efforts is critical to ensuring the success of any marketing and/or public relations campaign. In this course, students will learn how to track, report, and analyze social media data to help demonstrate value and measure the ROI of their efforts. Students will learn how to use social media data to help describe audience behavior and attitudes, in turn helping them make effective decisions about their social media practices. The course uses real-world examples and data to demonstrate best practices. This is a corequisite with PSB551.

Total credit hours: 3.0
Course length: 4 weeks

PSB5770 Software Integration

The Software Integration course focuses on integration testing, release, and maintenance. Students will utilize various tools and methodologies to test their software applications, including static and dynamic analysis tools. Students will also learn how to create an effective maintenance plan. This course will also cover various techniques used in debugging and improve functionality.

Total credit hours: 3.0
Course length: 4 weeks

PSB4773 Software Test and Quality Assurance

This Software Test and Quality Assurance course covers software project integration and testing topics and teaches students how to define and assess software quality. Students will analyze and implement testing documentation and verify that the software functions correctly. The course covers techniques for software quality assessment, including planning, design, and verification of software design. Students will also learn about the role of software testing in the development process and the importance of testing in ensuring that software products meet customer needs.

Total credit hours: 3.0
Course length: 4 weeks

GDC508 Software Engineering

This Software Engineering course introduces students to the software engineering process. Students will learn about the various stages of software development, from requirements gathering and analysis to testing and deployment. The course covers topics such as software design, project management, and software testing. Students will also learn about the role of testing in ensuring that software products meet customer needs.

Total credit hours: 3.0
Course length: 4 weeks

SCS101 Software-Driven Data Centers

This course focuses on the role of automated data centers in the software engineering process. Students will learn about the different stages of the data center lifecycle and the role of software in managing these stages. The course covers topics such as software design, project management, and software testing. Students will also learn about the role of testing in ensuring that software products meet customer needs.

Total credit hours: 3.0
Course length: 4 weeks

AGR4245 Audio Design

Audio Design is a required course for all students in the Bachelor of Music, Business Administration, and Multimedia Technology programs. The course covers the basics of audio production and the use of audio software, including digital audio workstations (DAWs) and audio editors. Students will learn how to use DAWs to create and manipulate audio files, as well as how to mix and master audio tracks. The course also covers advanced topics such as sound design and audio engineering.

Total credit hours: 3.0
Course length: 4 weeks

SMAS411 Sports Digital Production

The Sports Digital Production course provides students with the foundational knowledge and skills needed to work in the worlds of sports and entertainment. Students will learn how to design, develop, and implement interactive media experiences that engage audiences and drive revenue. The course covers topics such as data visualization, user experience design, and programmatic advertising.

Total credit hours: 3.0
Course length: 4 weeks

SMAS451 Sports Sales and Sponsorship

This course explores how sales and sponsorship professionals navigate the complex landscape of sports and entertainment. Students will learn about the strategies and tactics used by sales and sponsorship professionals to develop relationships with businesses, and how these relationships drive revenue. The course covers topics such as sales strategies, sponsorship deals, and event management.

Total credit hours: 3.0
Course length: 4 weeks

CTP4751 Software-Defined Networking and Network Automation

This course provides an introduction to software-defined networking (SDN) and network automation. Students will learn about the principles of SDN, including how to use SDN to improve network performance and scalability. The course also covers topics such as network virtualization and the role of SDN in supporting cloud computing.

Total credit hours: 3.0
Course length: 4 weeks

course descriptions

FULL SAIL UNIVERSITY
CTI3007 Virtualization Technologies

The Virtualization Technologies course introduces students to the concepts of virtualization in general, and explores various virtualization tools and techniques. This course familiarizes students with the concepts and experiences that virtualization software can provide. It also describes the applications of virtualization and presents the methods and techniques used in virtualized environments. This course will cover the fundamentals of virtual assistance and how students could handle and manage virtual systems. It will also cover the implementation of virtualization and the use of virtual systems.

Total credit hours: 4.0
Course length: 4 weeks

TEM1000 Visual Arts in the Media Industries

The Visual Arts in the Media Industries course explores the concept that visual arts are an essential part of the media industry. It takes the students to see how visual arts are used in the media industry to create a more appealing and engaging user experience. The course will also look at the techniques and tools used to create visual art that are used in the media industry.

Total credit hours: 3.0
Course length: 4 weeks

CTI2000 Thesis: Presentation of Design Solution

The Thesis: Presentation of Design Solution course provides the student with the opportunity to present their design solutions in a professional and creative manner. The course will cover the fundamentals of presenting design solutions and will provide the students with the tools and techniques necessary to create a professional and effective presentation. It will also cover the different mediums, formats, and delivery methods that can be used to present design solutions.

Total credit hours: 4.0
Course length: 4 weeks

ECS3552 Transmedia Writing

The Transmedia Writing course covers the full range of multimedia and entertainment forms in which stories are delivered. Students will explore the history of transmedia writing and the role that transmedia writing plays in the entertainment industry. The course will also cover the different mediums and formats that are used to deliver stories, and how these mediums interact with each other.

Total credit hours: 4.0
Course length: 4 weeks

ECW3500 The Business of Creative Writing

The Business of Creative Writing course prepares students for the business of professional writing. Students will learn about the business of writing, including how to structure a business plan and how to present their work to potential clients. They will also learn how to identify and develop new business opportunities, and how to build and maintain client relationships.

Total credit hours: 4.0
Course length: 4 weeks

MPP3025 The Online Media Room

The Online Media Room course introduces students to the online media environment and the technologies and tools used to create and deliver content online. Students will learn about the different platforms, tools, and techniques used to create and deliver content online, and how these technologies are used to create a seamless user experience.

Total credit hours: 4.0
Course length: 4 weeks

CGA4432 Texturing Painting and Sculpting

The Texturing, Painting, and Sculpting course introduces students to the techniques of creating textures and materials for video games, including the use of 3D modeling, painting, and texturing tools and techniques. Students will also learn about the different materials and techniques used to create textures and materials for video games.

Total credit hours: 4.0
Course length: 4 weeks

CGA3561 Total credit hours

Course length

4.0

Full Sail University
FLM4423 Visual Storytelling II

In the Visual Storytelling II course, students will build on the storytelling disciplines and principles inherent in the world of film, television, and digital media. Course content will focus on the elements of the storytelling process, with an emphasis on understanding the relationship between story and visual form. Students will learn to recognize the essentials of the storytelling process, including how to develop and structure a story, as well as how to present the story visually. The course will cover a variety of storytelling techniques, including the use of visual effects, editing, and music. Students will be required to produce a short film or video as a final project.

Course length: 4 weeks
Course credits: 4.0

APRO404 Visual Techniques

In the Visual Techniques course, students will explore the principles of visual design and the role of the visual artist in the creative process. The course will cover the fundamentals of visual design, including the use of color, form, and space, and how these elements can be used to create effective visual compositions. Students will also learn about the role of the visual artist in the creative process, including the role of the director, writer, and producer in shaping the visual aspects of a project.

Course length: 4 weeks
Course credits: 4.0

ECW3410 Visual Writing and Thinking

This course is designed to introduce students to the creative process of visual thinking. Students will learn how to build visual ideas, develop narratives, and present them in a clear and concise manner. The course will cover a variety of visual thinking techniques, including the use of visual metaphors, analogies, and diagrams. Students will be required to produce a visual presentation as a final project.

Course length: 4 weeks
Course credits: 4.0

ECW4510 Visual Web Design

In the Visual Web Design course, students will explore the principles of visual design as they apply to the creation of web-based content. The course will cover a variety of design techniques, including the use of color, form, and space, and how these elements can be used to create effective visual compositions. Students will also learn about the role of the visual artist in the creative process, including the role of the designer, writer, and producer in shaping the visual aspects of a project.

Course length: 4 weeks
Course credits: 4.0

SWS331 Visual Training for Filmmaking

Visual Training for Filmmaking introduces students to the creative process of visual thinking. Students will learn how to build visual ideas, develop narratives, and present them in a clear and concise manner. The course will cover a variety of visual thinking techniques, including the use of visual metaphors, analogies, and diagrams. Students will be required to produce a visual presentation as a final project.

Course length: 4 weeks
Course credits: 2.0

EDV4550 Visual Writing

Visual Writing is a workshop course that focuses on the development of visual thinking and communication skills. The course will cover a variety of writing techniques, including the use of visual metaphors, analogies, and diagrams. Students will be required to produce a visual presentation as a final project.

Course length: 4 weeks
Course credits: 2.0

WDD4416 Web Application Integration

Web Application Integration course introduces the student to the process of integrating web-based systems with other systems and applications. The course will cover a variety of integration techniques, including the use of web services, web APIs, and web protocols. Students will be required to produce a web-based application as a final project.

Course length: 4 weeks
Course credits: 4.0

ICP4010 World Building

World Building is a workshop course that focuses on the development of world-building skills. The course will cover a variety of world-building techniques, including the use of visual metaphors, analogies, and diagrams. Students will be required to produce a visual presentation as a final project.

Course length: 4 weeks
Course credits: 2.0

WDD4020 Writing for Games

Writing for Games course provides an overview of the writing process for games, including the development of game narratives and the use of visual metaphors to create engaging game worlds. Students will be required to produce a game narrative as a final project.

Course length: 4 weeks
Course credits: 2.0

WDD4100 Writing for Interactive Media

Writing for Interactive Media course provides an overview of the writing process for interactive media, including the development of interactive narratives and the use of visual metaphors to create engaging interactive experiences. Students will be required to produce an interactive narrative as a final project.

Course length: 4 weeks
Course credits: 2.0

WDD4200 Writing for Film and Animation

Writing for Film and Animation course provides an overview of the writing process for film and animation, including the development of film narratives and the use of visual metaphors to create engaging film worlds. Students will be required to produce a film narrative as a final project.

Course length: 4 weeks
Course credits: 2.0

WDD4300 Writing for TV and Video Games

Writing for TV and Video Games course provides an overview of the writing process for television and video games, including the development of television and video game narratives and the use of visual metaphors to create engaging television and video game worlds. Students will be required to produce a television or video game narrative as a final project.

Course length: 4 weeks
Course credits: 2.0

WDD4400 Writing for Animation

Writing for Animation course provides an overview of the writing process for animation, including the development of animation narratives and the use of visual metaphors to create engaging animation worlds. Students will be required to produce an animation narrative as a final project.

Course length: 4 weeks
Course credits: 2.0

WDD4500 Writing for Digital Media

Writing for Digital Media course provides an overview of the writing process for digital media, including the development of digital media narratives and the use of visual metaphors to create engaging digital media worlds. Students will be required to produce a digital media narrative as a final project.

Course length: 4 weeks
Course credits: 2.0

WDD4600 Writing for Video Games

Writing for Video Games course provides an overview of the writing process for video games, including the development of video game narratives and the use of visual metaphors to create engaging video game worlds. Students will be required to produce a video game narrative as a final project.

Course length: 4 weeks
Course credits: 2.0

WDD4700 Writing for Film and TV

Writing for Film and TV course provides an overview of the writing process for film and television, including the development of film and television narratives and the use of visual metaphors to create engaging film and television worlds. Students will be required to produce a film or television narrative as a final project.

Course length: 4 weeks
Course credits: 2.0

Writing for Interactive Media is a workshop course that focuses on the development of interactive narratives and the use of visual metaphors to create engaging interactive experiences. Students will be required to produce an interactive narrative as a final project.

Course length: 4 weeks
Course credits: 2.0

Writing for Games course provides an overview of the writing process for games, including the development of game narratives and the use of visual metaphors to create engaging game worlds. Students will be required to produce a game narrative as a final project.

Course length: 4 weeks
Course credits: 2.0

Writing for TV and Video Games course provides an overview of the writing process for television and video games, including the development of television and video game narratives and the use of visual metaphors to create engaging television and video game worlds. Students will be required to produce a television or video game narrative as a final project.

Course length: 4 weeks
Course credits: 2.0
Faculty Roster

Court, Kimberly
Course Director, Entertainment Business MS
JD John Marshall Law School
WM & BM Deftun University

Crespo, Alfonso
Course Director, Game Design BS
BA The Art Institute of Fort Lauderdale

Cuba, John
Course Director, Simulation and Visualization MS
BS & AS Full Sail University

Dacosta, Patricia
Course Director, Mobile Development BS
BS Full Sail University

DeBuss, Brian
Course Director, Game Design BS
BS & AS Full Sail University

De Leon, Roxanne
Course Director, Digital Communications BS
BS & AS Full Sail University

De La Cruz, Miguel
Course Director, Game Development BS
BS Full Sail University

De La Cruz, Fernando
Course Director, Game Design BS
BS & AS Full Sail University

De Leon, Christopher
Course Director, Instruction Design & Technology MS
MS & MEd Texas Tech University
BA Angelo State University

DeGillio, Kenneth
Course Director, Entertainment Business MS
MS Florida State University
MS Full Sail University
BS Full Sail University

De La Cruz, Christine
Course Director, Media Communications BS
MA & BA University of Central Florida

Dellaporta, Kem
Course Director, Media Communications BS
BS Full Sail University

DeRosa, Thomas
Course Director, Digital Communications BS
BS Full Sail University

Diaz, Diane
Course Director, Digital Marketing MS
MA University of Central Florida
BS The University of West Florida

Dickenson, Scott
Course Director, Music Production BS
Ph.D. University of Miami
MM Deftun University
BM University of North Florida

DiGiacomo, Grace
Course Director, Intensive English Program
MA Teachers College Columbia University
BS University of Santo Tomas

Dilts, Donald
Course Director, Digital Cinematography MS
MA, MS & BS Full Sail University
BA Florida University

Dinsmore, Brian
Course Director, Computer Animation BS
BS & AS Full Sail University

Dobbs, Dwayne
Course Director, Multimedia Communications BS
BS Full Sail University

Eager, Yang
Course Director, Intensive English Program
MS University of Central Florida
MS Florida International University
BA Florida Atlantic University

Episcopo, Peter
Course Director, Media Communications BS
MS Full Sail University
AS Daytona State College

Downen, Gerrick
Course Director, Creative Writing BFA
BA University of Maryland

Downey, Gregory
Course Director, Digital Marketing MS
State University of New York at Buffalo
BS The Pennsylvania State University

Duda, Derek
Course Director, Recording Arts BS
BS & AS Full Sail University

Dunn, Michael
Course Director, Media Communications BS
BS Full Sail University

Dutin, Henry
Course Director, Recording Arts BS
BS & AS Full Sail University

Eckert, Adam
Course Director, Computer Animation BS
BS & AS Full Sail University

Ferraro, Edward
Course Director, Creative Writing BFA
MA Full Sail University

Ferraro, Neal
Course Director, Entertainment Business BS
BA & BS University of Central Florida

Ferraro, Michael
Course Director, Creative Writing MFA
Florida State University
BA University of Central Florida

Ferrer, Jonelle
Course Director, Media Communications BS
MS Full Sail University
BA Southern University

Flesing, Daniel
Course Director, Show Production BS
BA Virginia Tech University

Flores, Pedro
Course Director, Recording Arts BS
BA University of Puerta Rico in Carolina

Foley, Charity
Course Director, New Journalism MA
20 Gyory School of Law
BA Boston University

Fonseca, Vidal
Course Director, Digital Marketing MS
MBA Webster University
BA The City College of New York

Ford, Isabel
Course Director, Media Communications BS
BS Full Sail University
BA University of Central Florida

Forbes, William
Course Director, Digital Arts and Design BS
BA American Intercontinental University
BA University of Central Florida

Gallina, Dino
Course Director, Film Production MFA
BA & MA Full Sail University

Gallito, Justin
Course Director, Game Design BS
BS & AS Full Sail University

Garlic, Jessica
Course Director, Web Design and Development BS
BA New York University

Garnawow, Andrew
Course Director, Core4
BA University of Southern Mississippi
AS Full Sail University

Gentry, Ben
Course Director, Digital Cinematography BS
BS Florida Atlantic University

Gibson, Chael
Course Director, Mobile Development BS
BS & AS The Art Institute of Pittsburgh

Gibson, Megan
Course Director, Media Communications BS
BA Purdue University

Gilbert, Jason
Course Director, Media Communications BS
MS Full Sail University
BA St. Leo University

Gilbert, Shannon
Course Director, Media Communications BS
MS Full Sail University
BA St. Leo University

Ginzo, Alejandro
Course Director, Digital Cinematography BS
BA Full Sail University

Gold, Stephen
Course Director, Computer Animation BS
BA The Pennsylvania State University
AS Full Sail University

Gordon, Peter
Course Director, Film Production MFA
BA Carnegie Mellon University
BA Yale University

Gorrey, Allon
Course Director, Film Production MFA
MA & BA University of Central Florida

Green, Ben
Course Director, Game Development BS
MS Webster University

Greenlee, Abby
Course Director, Media Communications BS
BA & BS Full Sail University

Greenwood, Eric
Course Director, Game Design MS
Ph.D. & MS University of Central Florida
BS Washington and Lee University

Griffin, Charles
Course Director, Management BS
Ph.D. University of Minnesota
BA & MA Queens College City University of New York

Griffith, Alarcon, Robin
Course Director, Mobile Development BS
BS & MS Nova Southeastern University
BS Florida Atlantic University

Griffith, Kevin
Course Director, Creative Writing MFA
BA University of Central Florida

Guanacaste, Kevin
Course Director, Media Communications BS
BA & MA University of Central Florida

Gunshanan, James
Course Director, Creative Writing MFA
BA University of Central Florida

Hall, Ryan
Course Director, Audio Production BS
BA & AS Full Sail University

Hancock, David
Course Director, Sports Marketing and Advertising BS
BA Saint Thomas University
BA Rollins College

Hancock, Michael
Course Director, Digital Cinematography BS
BA Full Sail University
BA Columbia College

Harvin, Derrick
Course Director, Audio Production BS
BS & AS Full Sail University

FACULTY ROSTER
<table>
<thead>
<tr>
<th>Name</th>
<th>Degree(s)</th>
<th>University/Institute</th>
<th>Course Director, Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>College BA</td>
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<tr>
<td>LaRoche</td>
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<tr>
<td>Moore, Duane</td>
<td>BA, BS Full Sail University</td>
<td>Florida State University</td>
<td>Course Director, Cloud Technologies BS</td>
</tr>
<tr>
<td>Moore, Emily</td>
<td>BS University of Central Florida</td>
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<tr>
<td>Myers, Jamie</td>
<td>BS &amp; AS Full Sail University</td>
<td>Florida State University</td>
<td>Course Director, Media Communications BS</td>
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<td>O’Loughlin,</td>
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<td>Fidelson</td>
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<tr>
<td>Norman, Kenneth</td>
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<td>Florida State University</td>
<td>Course Director, Computer Animation BS</td>
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<td>O’Rile, Ann</td>
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<td>Otero, Rene</td>
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<td>Paterson, Richard</td>
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<td>O’Reilly, Kevin</td>
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<td>Patzinosio, Ginger</td>
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<td>Course Director, Computer Animation MS</td>
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<td>Pettis, Marc</td>
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<td>Powlip, Chad</td>
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<td>Pynn, Michael</td>
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<td>Ramirez, Charles</td>
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<td>Rambodavari, Raymond</td>
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<td>Rivas, Fernando</td>
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<tr>
<td>Roddenberry, Kip</td>
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<td>Rogalle, Elena</td>
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<td>Rowe, Matthew</td>
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<tr>
<td>Roy, Adam</td>
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### Faculty Roster

<table>
<thead>
<tr>
<th>Faculty Roster</th>
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</table>
| **Bahlovaugh, Linda** | Course Director, Sports Marketing and Media BS  
-ar Florida University  
-ar University of Maryland |
| **Bojes, Miroslav** | Course Director, International Business  
graduate Program  
Mar. 1061 County  
Marquette College of the City University of New York |
| **Bosenberg, Timothy** | Course Director, Music Business BS  
Duke & M.B. Illinois State University  
llinois College of Chicago |
| **Rowsey, Elizabeth** | Course Director, Computer Animation BS  
illinois Institute of Technology |
| **Putnam, Brian** | Course Director, Digital Arts and Design BS  
illinois State University  
llinois College of Chicago |
| **Saks, Anthony** | Course Director, Computer Animation BS  
illinois State University  
llinois College of Chicago |
| **Saksen, Kathleen** | Course Director, Music Production BS  
illinois State University  
llinois College of Chicago |
| **Samsong, Michael** | Course Director, Computer Animation BS  
illinois Institute of Technology |
| **Sapp, shoel** | Course Director, Sports Marketing and Media BS  
-ar Florida University  
-ar University of Maryland |
| **Schipper, David** | Course Director, Sports Marketing and Media BS  
-ar Florida University  
-ar University of Maryland |
| **Shapira, Mark** | Course Director, Digital Arts and Design BS  
-ar Northwest College of Art  
-kins College of Art |
| **Shanbul, Robert** | Course Director, Film Production BS  
llinois State University  
llinois College of Chicago |
| **Shehr, Linda** | Course Director, Entrepreneurship BS  
llinois State University  
llinois College of Chicago |
| **Scheetz, Jeffrey** | Course Director, Sportscasting BS  
llinois State University  
llinois College of Chicago |
| **Schick, Michael** | Course Director, Music Production BS  
llinois State University  
llinois College of Chicago |
| **Schneider, Warren** | Course Director, Recording Arts BS  
llinois State University  
llinois College of Chicago |
| **Schrum, Michael** | Course Director, Business Intelligence BS  
llinois State University  
llinois College of Chicago |
| **Stoffler, Rodney** | Course Director, Film Production BS  
llinois State University  
llinois College of Chicago |
| **Stoltz, Peter** | Course Director, Graphic Design BS  
llinois State University  
llinois College of Chicago |
| **Streduc, Elizabeth** | Course Director, Media Communications BS  
llinois State University  
llinois College of Chicago |
| **Streit, Brian** | Course Director, Computer Animation BS  
llinois State University  
llinois College of Chicago |
| **Strother, George** | Course Director, Creative Writing BS  
llinois State University  
llinois College of Chicago |
| **Sutton, Matthew** | Course Director, Business Intelligence BS  
llinois State University  
llinois College of Chicago |
| **Sweaton, Amanda** | Course Director, Game Art BS  
llinois State University  
llinois College of Chicago |
| **Swan, Sara** | Course Director, Entertainment BS  
llinois State University  
llinois College of Chicago |
| **Swell, John** | Course Director, Game Business BS  
llinois State University  
llinois College of Chicago |
| **Swenson, John** | Course Director, Music Business BS  
llinois State University  
llinois College of Chicago |
| **Tang, Xin** | Course Director, Software Development BS  
llinois State University  
llinois College of Chicago |
| **Tomek, Bradley** | Course Director, Software Development BS  
llinois State University  
llinois College of Chicago |
| **Torres Alvarado, Nelly** | Course Director, Business Intelligence BS  
llinois State University  
llinois College of Chicago |
| **Tucker, John** | Course Director, Business Intelligence BS  
llinois State University  
llinois College of Chicago |
| **Troong, Michael** | Course Director, Business Intelligence BS  
llinois State University  
llinois College of Chicago |
| **Tynan, Genevieve** | Course Director, Creative Writing BS  
llinois State University  
llinois College of Chicago |
| **Urbani, Pedro** | Course Director, Recording Arts BS  
llinois State University  
llinois College of Chicago |
| **Vande, Christopher** | Course Director, Web Design and Development BS  
llinois State University  
llinois College of Chicago |
| **Wall, James** | Course Director, Digital Arts and Design BS  
llinois State University  
llinois College of Chicago |
| **Wall, Terrence** | Course Director, Sports Marketing and Media BS  
llinois State University  
llinois College of Chicago |
| **Walker, Jerry** | Course Director, Music Business BS  
llinois State University  
llinois College of Chicago |
| **Washington, David** | Course Director, Game Art BS  
llinois State University  
llinois College of Chicago |
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Degrees/Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watkins, Amy</td>
<td>Course Director, English</td>
<td>MFA Spalding University BA University of Central Florida</td>
</tr>
<tr>
<td>Wawoe, Robert</td>
<td>Course Director, Media Communications BS</td>
<td>MGB &amp; AS Florida Institute of Technology</td>
</tr>
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<td>Webb, Charles</td>
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<td>BS Full Sail University</td>
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<tr>
<td>Wheeler, Stephen</td>
<td>Course Director, Music Production BS</td>
<td>MM University of Miami BS Purchase College Central State University of New York</td>
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<td>White, David</td>
<td>Course Director, Film BS</td>
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<td>Whitehurst, Rodney</td>
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<td>Full Sail University</td>
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<tr>
<td>Willard, Cassandra</td>
<td>Course Director, Entertainment Business MS</td>
<td>JD University of Florida BS University of Central Florida</td>
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<tr>
<td>Williams, Amy</td>
<td>Course Director, Digital Arts and Design BS</td>
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<td>Williams, Daniel</td>
<td>Course Director, Web Design and Development BS</td>
<td>BS Purdue University</td>
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<td>Williams, Sidney</td>
<td>Course Director, Creative Writing BA</td>
<td>MFA Goddard College BA Louisiana College</td>
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<tr>
<td>Wilson, Nicole</td>
<td>Course Director, Film BS</td>
<td>MS &amp; BS Full Sail University</td>
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<tr>
<td>Winn, Christine</td>
<td>Course Director, Entertainment Business BS</td>
<td>MS Full Sail University BA University of Georgia</td>
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<tr>
<td>Wolfe, Marla</td>
<td>Course Director, Intensive English Program</td>
<td>MA Saint Michaels College BA Travisca Nazarene University</td>
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<td>Wonsavage, Carol</td>
<td>Course Director, Entertainment Business BS</td>
<td>MS &amp; BS University of North Carolina</td>
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<td>Wood, Sabrina</td>
<td>Course Director, Web Design and Development BS</td>
<td>BS University of Central Florida</td>
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<td>Woodward, Christopher</td>
<td>Course Director, Entertainment Business MS</td>
<td>MBA &amp; BS Wagner College</td>
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<tr>
<td>Wray, Emily</td>
<td>Course Director, Media Communications BS</td>
<td>MS Full Sail University BA &amp; BS Florida State University</td>
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<tr>
<td>Wyly, Steven</td>
<td>Course Director, Digital Cinematography BS</td>
<td>BS &amp; AS Full Sail University</td>
</tr>
<tr>
<td>Zimmerman, Kristen</td>
<td>Course Director, Sports Marketing and Media BS</td>
<td>MS Full Sail University BA University of Central Florida</td>
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<tr>
<td>Wray, Sharon</td>
<td>Course Director, Instructional Design and Technology MS</td>
<td>Ed D &amp; BA University of Central Florida MA University of Texas</td>
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<td>Young, Elizabeth</td>
<td>Course Director, Entertainment Business BS</td>
<td>JD University of Florida BS Florida State University</td>
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<td>Wray, Emily</td>
<td>Course Director, Media Communications BS</td>
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<td>Course Director, Sports Marketing and Media BS</td>
<td>MS Full Sail University BA University of Central Florida</td>
</tr>
</tbody>
</table>
Admissions

Undergraduate Admissions Requirements

Applicants must submit the following to be considered for admission:
• Application for Admission—Applicants must submit the completed application and all required supporting documents.
• $75 application fee—The application fee must be submitted with the application. The fee is non-refundable and will not be credited toward tuition costs.
• Official Academic Transcripts—Applicants must provide official transcripts from all colleges and universities attended. Full Sail requires that all applicants have successfully completed high school (or equivalent) or pass the GED. Alternative credentials such as an associate degree or higher, or a GED may be accepted in specific situations. See the Admission section for more information.

Military Program Track Applicants
Applicants to a military program track (MPT) must meet all of the University’s admission requirements (see Requirements for Admission section). NPT applicants must also be active members of the armed forces.

Completion Programs & Concentrations
Applicants for Completion Programs & Concentrations must meet all of the University’s admission requirements (see Requirements for Admission section) and:
• Documentation of Earned Associate’s or Higher-Level Degree—Applicants must provide documentation that they have earned an associate degree or higher-level degree from an accredited postsecondary educational institution that is related to the educational program’s objectives of the bachelor’s degree completion program prior to starting the program. An applicant who holds a MPT must submit test results prior to starting the program.

Online Admissions
Applicants to online-only degree programs will be required to complete a technology assessment. The assessment will determine whether students have the skills, competencies, and access to technology necessary to succeed in a distance learning environment prior to their enrollment in the program or course of study. Once enrollment begins, students will complete the orientation module. The module explains the best practices for conducting online learning, overall operation of the online platform, procedures for troubleshooting problems and contacting the technical support team, and general school policy as it applies to the online format. Applicants to online degree programs are required to have access to a reliable computer or tablet capable of running multimedia applications and navigating media-rich interactions.

Graduate Admissions Requirements
Graduate School applicants must possess one of the following to be eligible:
• A Full Sail Bachelor’s Degree with a minimum cumulative GPA of 2.0.
• A bachelor’s or higher level degree from another accredited postsecondary educational institution recognized by the U.S. Department of Education. Degree holders must submit a copy of their official transcripts. Transfer credits are awarded based on the number of credits earned at the issuing institution. In all cases, Full Sail retains the sole discretion to approve transfer credits for its programs.

Applicants to the Graduate School must submit official transcripts. Transcripts are required to include graduation date, final GPA, and degree earned. Documentation of completed coursework for the associate degree is not required.

Applicants to the Design M.S. program must possess a bachelor’s degree or higher level degree from an accredited postsecondary educational institution recognized by the U.S. Department of Education. The degree held must be of similar scope and subject matter as to prepare applicants for the educational program’s objectives of the graduate program. The graduate degree in Design must be completed within the last seven years of admission. Applicants who meet these criteria will be considered for admission pending an evaluation of a portfolio of original works. Transcripts, Toefl test results, GPA, and degree earned. Documentation of completed coursework for the associate degree is not required.

International Graduate Admissions Requirements
International applicants must meet all of the University’s admission requirements (see Requirements for Admission section). In addition, international applicants must meet the following requirements in order to be considered for admission:
• Language Proficiency—Applicants whose native language is not English must demonstrate the required level of language proficiency by providing documentation of one of the following:
  TOEFL: Test of English as a Foreign Language
  Paper and pencil test: minimum score accepted is 580
  Computer based test: minimum score accepted is 233
  Internet based test: minimum score accepted is 98
  IELTS (International English Language Testing System)
  The minimum required score is 6
  Accuplacer
  A Full Sail Bachelor’s Degree with a minimum cumulative GPA of 2.0.

International Undergraduate Admissions Requirements
International students applying to one of the University’s undergraduate admission requirements (see Requirements for Admission section). In addition, International applicants must meet the following requirements in order to be considered for admission:
• Complete the Technology Assessment for your program of study.
• Language Proficiency—All foreign language or non-native language comprehension, and access to technology necessary to succeed in a distance learning environment prior to their enrollment in the program or course of study. The assessment will determine whether students have the skills, competencies, and access to technology necessary to succeed in a distance learning environment prior to their enrollment in the program or course of study.

International Undergraduate Admissions Requirements
International students applying to one of the University’s undergraduate admission requirements (see Requirements for Admission section). In addition, International applicants must meet the following requirements in order to be considered for admission:

• Complete the Technology Assessment for your program of study.
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  IELTS (International English Language Testing System)
  The minimum required score is 6
  Accuplacer
  A Full Sail Bachelor’s Degree with a minimum cumulative GPA of 2.0.

Admissions Application Process
Applicants to Full Sail University must apply through the following application process:
• Complete the Application for Admission.
• Submit completed application along with $75 application fee. (A $200 deposit is required.)

Once all documents are completed and submitted, applicants will be notified of transfer credit approval or denial prior to their expected start date.

To determine the cost and transferability of credits, contact Full Sail’s Admissions Department.

Transfer Credit
Transfer Credit

Students with prior postsecondary education may request credit for previous education.

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• Submit completed application along with $75 application fee. (A $200 deposit is required.)

Once all documents are completed and submitted, applicants will be notified of transfer credit approval or denial prior to their expected start date.

To determine the cost and transferability of credits, contact Full Sail’s Admissions Department.
Admissions

Credit by Examination
Undergraduate, campus-based students are eligible for credit by examination (CE) to earn credit toward graduation. Undergraduate campus students who have work experience or who have taken college prerequisite to the deadline for submission, may take a CE test in each course for which credit is being sought and must obtain a score of 75 percent or better in order to receive credit. CE tests must occur within the first two weeks of attendance at Full Sail. For those classes that begin the first week of the semester, the test must be taken before the course begins. A minimum of 25 percent of an undergraduate degree program's semester hours or equivalently may be taken to receive a degree from Full Sail University. Matriculation agreements with other postsecondary institutions or universities are handled on an individual basis and may negate the usual testing procedure.

CE tests can only be taken one time. There is no fee to take the exam, but it must be taken. Scores will be recorded through Enrollment or the Student Success Department prior to the beginning of a course. If a student starts a course, they are no longer eligible to take the CE test for that course.

Graduate, online students who have at least five years of management and/or leadership experience; a passing score on the GRE exam for the following graduate degree programs: Business Intelligence Master of Science, Entertainment Business Master of Science, or Digital Media Master of Science, a maximum of five courses may be considered for credit by examination. Prospective students will be asked to submit their undergraduate transcript, a resume, and a letter of intent to qualify for credit by examination. The final decision to allow CE tests rests with the Program Director of the graduate degree program. Not all courses in these programs are eligible for credit by examination. Students must achieve a score of 85 percent or better on the CE exam to receive credit for each course. A CE exam is required for a graduate degree program but must be completed at Full Sail University.

Credit for Military Education and Training
Students who have completed Military Courses or Military Experience can submit a copy of their Joint Service Transcript (JST), DD Form 214, DD Form 239, or DD Form 280, for review and examination, for the following graduate degree programs: Business Intelligence Master of Science, Entertainment Business Master of Science, or Digital Media Master of Science, a maximum of five courses may be considered for credit by examination. Prospective students will be asked to submit their undergraduate transcript, a resume, and a letter of intent to qualify for credit by examination. The final decision to allow CE tests rests with the Program Director of the graduate degree program. Not all courses in these programs are eligible for credit by examination. Students must achieve a score of 85 percent or better on the CE exam to receive credit for each course. A CE exam is required for a graduate degree program but must be completed at Full Sail University.

Transfers

Initial Application

Graduate, campus-based students who have work experience or who have taken college prerequisite to the deadline for submission, may take a CE test in each course for which credit is being sought and must obtain a score of 75 percent or better in order to receive credit. CE tests must occur within the first two weeks of attendance at Full Sail. For those classes that begin the first week of the semester, the test must be taken before the course begins. A minimum of 25 percent of an undergraduate degree program's semester hours or equivalently may be taken to receive a degree from Full Sail University. Matriculation agreements with other postsecondary institutions or universities are handled on an individual basis and may negate the usual testing procedure.

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Transfers

Initial Application

Financial Aid

Full Sail's Financial Aid Department provides assistance with tuition and/or living expenses for those who qualify. As a financial aid student you need to make informed decisions regarding the types and amounts of financial aid available.

You may complete your FAFSA online by going to www.fafsa.ed.gov. The federal school code for Full Sail is 016812.

Eligibility

Full Sail Prepaid Tuition Program requires that a student be a U.S. citizen or eligible non-citizen (Alien Registration Receipt Card (Form I-151) or Permanent Resident Card (Form I-551), commonly known as a green card). Financial aid is only available to a student considering one or more Degree Programs. Individual course students are not eligible for financial aid. On a case-by-case basis, Full Sail reserves the right to deny the certification of any educational loan.

Once you complete the FAFSA, the Department of Education will send you the results and you can choose your available options with one of Full Sail's financial aid professionals. This discussion will occur in the determination of the best federal and non- federal aid resources that are available to you.

Additional financial aid and loan applications as well as other pertinent information on sources of funding are available through the Full Sail Financial Aid Department.

While attending Full Sail, students must maintain Satisfactory Progress and meet specific credit hour and weeks of instruction requirements in order to receive their financial aid. Students not actively attending due to a disruption in Training, Suspension, Termination or Withdrawal may not receive award disbursements.

Grants and Scholarships

Grants are forms of aid that do not have to be repaid. Full Sail can assist you in determining your eligibility for available grant programs.

Like grants, scholarships do not require repayment. Scholarship requirements and application procedures vary depending upon the criteria set by the scholarship provider. Full Sail scholarship recipients are awarded credit for their courses. Full Sail has scholarships available for qualified students. For more information, see the Full Sail Scholarship guide at fullsail.edu/admissions/scholarships

Federal Pell Grant
The Federal Pell Grant Program is designed to assist undergraduates with education expenses. Full Sail offers the Federal Pell Grant to undergraduate one who has not earned a bachelor's or first professional degree.

Awards for the 2016-2017 year range up to $5,815. The U.S. Department of Education makes Pell Grant awards based on the information you provide on the Free Application for Federal Student Aid (FAFSA) and Pell Grant eligibility. Awards for the 2016-2017 year range up to $5,815.

Federal Supplemental Educational Opportunity Grant (FSEOG)

The Federal Supplemental Educational Opportunity Grant (FSEOG) is also designed to assist undergraduates with education expenses. Full Sail offers the Federal Supplemental Educational Opportunity Grant (FSEOG) to undergraduate and graduate students one who has not earned a bachelor's or first professional degree. Applicants must have a Pell Grant displayed on their award letter.

Awards for the 2016-2017 year range up to $500.

State Awards

American Indian/Alaska Native awards: the Florida Academic Scholars Award, the Florida Medallion Scholars Award, and the Florida Gold Seal Vocational Scholars Award. Each award has different criteria for eligibility. Applications and eligibility criteria are available from your high school guidance office.

Federal Loans

Federal Loans are provided to students through the William D. Ford Federal Direct Loan Program. To apply for a federal loan, a Free Application for Federal Student Aid (FAFSA) should be completed. Once eligibility is determined, a Federal Master Promissory Note must be completed. The Financial Aid Department is available to answer any questions you may have regarding these forms.

Stafford Loans

A Stafford Loan is a low-interest loan made to either parent of a dependent child enrolled in a Full Sail Undergraduate Degree Program. Available to credit-worthy parents, these loans provide funds for a student's educational expenses and may also provide additional money for living expenses. The interest rate is determined by Congress and compares favorably to other education financing options.

Parent PLUS Loans

A Parent PLUS Loan is a credit-based loan made to either parent of a dependent child enrolled in a Full Sail Undergraduate Degree Program. Available to credit-worthy parents, these loans provide funds for a student's educational expenses and may also provide additional money for living expenses. The interest rate is determined by Congress and compares favorably to other education financing options.

Graduate PLUS Loans

A Graduate PLUS Loan is a credit-based loan made to a student enrolled in a Full Sail Graduate Degree Program. Available to credit-worthy graduate students, Graduate PLUS loans can also provide funds for educational and living expenses. Graduate PLUS loans are only available to full time graduate students who are students in good academic standing and have not exceeded the time limits specified by the Federal Stafford Loan program before applying for a Graduate PLUS Loan. As with Stafford Loans, repayment terms and conditions are flexible in order to meet the needs of students after graduation.
The student may continue to receive financial assistance during this warning period. At the end of the warning period in the current semester and at the beginning of the next semester the student will:

- Be removed from the warning status if student has regained satisfactory academic progress.
- OR
- Lose financial aid eligibility and be suspended from receiving assistance from federal, state, and institutional sources due to a failure to meet satisfactory academic progress. The student’s financial aid will be recalculated for the next semester. Students who receive financial aid at Full Sail University must maintain satisfactory academic progress and fulfill all eligibility requirements for federal aid.

If a student loses financial aid eligibility it will prevent the student from receiving any Title IV, state, or institutional financial assistance until such time as the student meets all satisfactory academic progress standards. Students can regain financial aid eligibility at the point that they are once again in satisfactory academic progress and may reapply for financial aid at that time.

Students who lose eligibility due to Unsatisfactory Academic Progress may choose to appeal the loss of financial aid eligibility.

The appeal process allows students who have lost their financial aid eligibility due to unsatisfactory academic progress to appeal to have their eligibility temporarily reinstated. Appeals must be filed in writing and reviewed and agreed to by the student. Financial Aid Unsatisfactory Academic Progress Warning during that semester of enrollment and will be notified of their eligibility for financial aid.

The appeal process allows students who have lost their financial aid eligibility due to unsatisfactory academic progress to appeal to have their eligibility temporarily reinstated. Appeals must be filed in writing and reviewed and agreed to by the student. Financial Aid Unsatisfactory Academic Progress Warning during that semester of enrollment and will be notified of their eligibility for financial aid.

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General Information

Comparative Program Information

Comparative program information related to tuition and program length is available from:
- Accrediting Commission of Career Schools and Colleges
  2101 Wilson Boulevard, Suite 320 Arlington, VA 22201
  703.525.8200
  www.accsc.org

Degrees Awarded

Upon successful completion of a degree program, the student will be awarded

Master of Arts Degree:
- New Media Journalism - Online
- Public Relations - Online

Master of Fine Arts Degree:
- Creative Writing - Online
- Film Production - Campus

Master of Science Degree:
- Business Intelligence - Online
- Entertainment Business - Campus & Online
- Entertainment Business with Sports Management Elective Track - Campus & Online
- Game Design - Campus
- Innovation & Entrepreneurship - Online
- Instructional Design & Technology - Online
- Digital Marketing - Online
- Mobile Gaming - Online

Bachelor of Fine Arts Degree:
- Creative Writing for Entertainment - Campus & Online

Bachelor of Science Degree:
- Audio Production - Online
- Computer Animation - Campus & Online
- Cloud Technologies - Campus & Online
- Digital Arts & Design - Campus
- Entertainment Business - Campus & Online
- Film - Campus
- Game Art - Campus & Online
- Game Development - Campus
- Innovation & Entrepreneurship - Campus
- Instructional Design & Technology - Online
- Media Communication - Campus & Online
- Music Business - Campus & Online
- Music Production - Campus & Online
- Mobile Development - Campus & Online
- Mobile Gaming - Campus & Online
- Mobile Production - Campus & Online
- Show Production - Campus
- Simulation & Visualization - Campus
- Software Development - Campus
- Sports Marketing - Campus & Online
- Game Design - Campus
- Graphic Design - Campus & Online
- Digital Marketing - Online
- Music Business - Campus & Online

Undergraduate Certificates:
- Audio Production
- Creative Writing for Entertainment
- Instructional Design & Technology
- Digital Marketing

Certificate:
- Intensive English

Media Communication - Campus & Online
Mobile Development - Campus & Online
Music Production - Campus & Online
Digital Arts & Design - Campus
Show Production - Campus
Simulation & Visualization - Campus
Software Development - Campus
Sports Marketing - Campus & Online
Web Design & Development - Campus & Online

Associate of Science Degree:
- Web Design & Development - Campus & Online

Bachelor of Science Degree:
- Computer Animation - Campus & Online
- Cloud Technologies - Campus & Online
- Digital Arts & Design - Campus
- Game Art - Campus & Online
- Game Design - Campus
- Graphic Design - Campus & Online
- Digital Marketing - Online
- Mobile Gaming - Campus & Online

Business Intelligence - Online
- Entertainment Business - Campus & Online
- Entertainment Business with Sports Management Elective Track - Campus & Online
- Game Design - Campus
- Innovation & Entrepreneurship - Online
- Instructional Design & Technology - Online
- Digital Marketing - Online
- Mobile Gaming - Online

Bachelor of Fine Arts Degree:

Bachelor of Science Degree:
- Creative Writing for Entertainment - Campus & Online

Bachelor of Arts Degree:
- Cloud Technologies Bachelor of Science $3,100
- Computer Animation Bachelor of Science $3,800
- Creative Writing Bachelor of Fine Arts $3,900
- Digital Writing Bachelor of Fine Arts $3,900
- Digital Arts & Design Bachelor of Science $3,900
- Entertainment Business Bachelor of Science $3,900
- Entertainment Business Master of Science $3,400
- Entertainment Business Master of Fine Arts $3,400
- Game Art Bachelor of Science $3,400
- Game Design Bachelor of Science $3,400
- Graphic Design Bachelor of Science $3,400
- Mobile Game Development Bachelor of Science $3,400
- Motion Design Bachelor of Science $3,400
- New Media Journalism Bachelor of Arts $3,400
- Visual Communication Bachelor of Arts $3,400
- Multimedia Bachelor of Science $3,400
- Network & Information Security Bachelor of Science $3,400
- Sports Marketing Bachelor of Science $3,400
- Sports Marketing & Media Bachelor of Science $3,400
- Web Design & Development Bachelor of Science $3,400

Bachelors of Science Degrees:
- Computer Animation Bachelor of Science
- Cloud Technologies Bachelor of Science
- Digital Arts & Design Bachelor of Science
- Game Art Bachelor of Science
- Game Design Bachelor of Science
- Graphic Design Bachelor of Science
- Digital Marketing Bachelor of Science
- Mobile Gaming Bachelor of Science
- Mobile Production Bachelor of Science
- Show Production Bachelor of Science
- Simulation & Visualization Bachelor of Science
- Software Development Bachelor of Science
- Sports Marketing Bachelor of Science
- Web Design & Development Bachelor of Science

What’s Included

The cost of a Full Sail Program includes expenses such as textbooks, manuals, media, production materials, lab fees, technology fees, and other associated costs except as noted.

Institutional Fee

All students are required to purchase hardware and software in addition to tuition. Technology configured in accordance with program specifications.

Launchbox Pricing for Campus Degrees

<table>
<thead>
<tr>
<th>Program</th>
<th>Fee Amount</th>
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<tbody>
<tr>
<td>Cloud Technologies Bachelor of Science</td>
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<tr>
<td>Computer Animation Bachelor of Science</td>
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<tr>
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<tr>
<td>Digital Arts &amp; Design Bachelor of Science</td>
<td>$3,900</td>
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<td>Entertainment Business Bachelor of Science</td>
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<td>Entertainment Business Master of Science</td>
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<tr>
<td>Web Design &amp; Development Bachelor of Science</td>
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Launchbox Pricing for Online Degrees

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<th>Program</th>
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<tr>
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Online Fee Amount includes shipping and software.

Launchbox

The primary component of the institutional fee is Launchbox™, which includes an Apple MacBook Pro computer or a HP laptop for students in select gaming programs. A tablet is included for undergraduate students enrolled in online degree programs. The hardware and software included in the Project Launchbox™ vary as a personal workstation for students throughout their academic program. Project Launchbox comes with program-specific hardware and software that allows students to work on their projects off and on campus and maintain their personal portfolios from any location.

Online Fee Amount includes shipping and software.
Online Education at Full Sail

Online Education

Full Sail degree programs, and select courses in campus programs are delivered utilizing Full Sail’s Online learning system—a secure web-based platform that employs modern multimedia technologies and is accessible 24 hours a day, 7 days a week. Online students use this system to view video content, receive and submit project work and assignments, take tests and quizzes, communicate with instructors and classmates, and review grades and course progress.

On-campus students also use Full Sail’s Online learning system for on-line courses, which are included in their respective degree sections, and for some assignments in their campus-based courses.

Requirements

Applicants to online-only degree programs will be required to complete a technology assessment. The assessment will determine whether students have the skills, competencies, and access to technology necessary to succeed in a distance education environment prior to their enrollment in the program or course of study.

Once enrolled into a program, students will complete the orientation module. The module explains the best practices for conducting online learning, overall operation of the online platform, procedures for troubleshooting problems and contacting the technical support team, and general school policy as it applies to the online format.

Applicants to online degree programs are required to have access to a reliable computer or tablet capable of running multimedia applications and navigating media rich websites. Applicants are also required to have access to a reliable high-speed Internet connection.

Online Support

The staff of Full Sail Online Support works together with students, faculty, and administration to make the student experience positive, reassuring, and seamless throughout our online courses. Our mission is to provide the highest standard of technical support and to nurture students’ growth and development while allowing them to enhance the skills necessary to be successful in an online environment.

Full Sail prides itself on ensuring that students have access to resolving technical issues associated with the functionality of the online platform. You can reach Online Support by phone at 877-437-6349 or by email at FSOSupport@fullsail.com.

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Online Education of Full Sail

Online degree programs, and select courses in campus programs are delivered utilizing Full Sail’s Online learning system—a secure web-based platform that employs modern multimedia technologies and is accessible 24 hours a day, 7 days a week. Online students use this system to view video content, receive and submit project work and assignments, take tests and quizzes, communicate with instructors and classmates, and review grades and course progress.

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The Student Success Seminars, unique to Full Sail and available online and on campus, are offered as a service for degree-seeking students. These optional courses in human performance enhancement are not remedial classes, but have been designed specifically to help students perform well within Full Sail's immersive Degree Programs. The Student Success Seminars are designed to help students acquire tools for building competency, self-esteem and self-management. Topics covered include discussions about study skills and test-taking strategies, developing tools for building competency, and encouragement that enables our students to develop character and integrity appropriate to their life goals.

The grading scale is as follows:

**Learning Outcomes**

Students must earn a minimum grade of 60% to pass a course. A passing grade is defined as a C or a numerical grade of 70. A passing grade in a master-level program is a C- or a numerical grade of 73.

**Advancement**

An academic year consists of 32 weeks of instruction. In order to advance to the next grade level (freshman to sophomore, etc.), students must earn a minimum of 24 semester credits during that academic year.

**Anti-Hazing Policy**

Full Sail does not allow hazing for any reason whatsoever. Students engaging in any type of hazing are subject to disciplinary action, including potential expulsion or termination.

**Appeals**

Any disciplinary or administrative action taken according to Full Sail's policies may be appealed to an Appeals Committee. Appeals must be submitted in writing to Academic Advising. The Appeals Committee is convened as required by the Director of Advising and consists of no less than five senior Full Sail administrators including the Program Director for a given student's particular program of study.

**Attendance**

For students in on-campus programs, regular class attendance and lab participation are two of the most significant factors for success. Students are expected to attend class regularly and complete all assigned assignments unless prevented by illness or emergency. To satisfactorily complete a course, students must attend a minimum of 90 percent of the lectures, seminars, and lab sessions.

The failure of a course either online or on campus affects a student's cumulative grade point average, thereby resulting in a probationary status. If no improvement is shown over the designated period, student status will then be determined by the Director of Academic Advising. This determination may include interruption of graduation specific daily attendance is not recorded for online courses, as it would be on campus. Students are required, however, to maintain weekly lights and timely submissions of assignments or they may risk being withdrawn for lack of attendance.

**Auditing**

Graduates of Full Sail's Degree Programs may audit (attend without credit) any current course in their degree program with permission of the Director of Student Affairs. Auditing is allowed on an available-seating basis.

**Changes**

Full Sail reserves the right to affect changes in tuition, textbooks, equipment, administrative fees, schedules, subject matter, faculty, and staff, and to teach courses in any order it deems necessary. Students will be notified of such changes. Tuition will not be modified once the enrollment agreement is signed.

**Course Numbering System**

Each course is assigned a three or four letter course prefix that identifies the degree program the course is associated with and a three- or four-digit course suffix that identifies the level, course number, and course version of each course within their respective program.

**Credit for Previous Education**

Students with previous postsecondary education may request credit for previous education.

**Transfer Credit**

Students seeking transfer credit from another accredited postsecondary school while attending Full Sail submit a copy of official transcripts to the Office of Management and Records to receive transfer credit. We aim to award successfully completed courses that are similar in scope and content to Full Sail’s courses. The submission of a copy of official college transcripts must be received before class begins. The right to receive transfer credit for a course is only granted for successful completion of prior education in subjects that have received a grade of C- or better. Transfer credits are awarded by the College and are based on the Director of Advising's recommendation for the respective course.

**Support Services and Policies and Procedures**

Full Sail does not allow hazing for any reason whatsoever. Students engaging in any type of hazing are subject to disciplinary action, including potential expulsion or termination.
Global Professionalism Standards

For over 30 years, Full Sail has built relationships within the Entertainment Media Industry and has learned from industry professionals, our Alumni and Advisory Board members, the importance of a vital code of conduct, which will allow a student to transition into a successful working professional. The Global Professionalism Standards (GPS) program is a formal set of standards that are founded on industry ethics, the importance of a code of conduct, allowing students to measure their progress as well as giving them a platform from which to grow and develop. Through the GPS, students and graduates alike will be able to display a level of professionalism through these courses. The following courses are required of all Students to be taken to receive a degree from Full Sail University. Matriculation agreements with other postsecondary institutions or universities are handled on an individual basis and may negate the usual requirements. Each student must complete the following coursework:

1. Achieve a final grade of 70 percent or higher in each course.
2. Maintain an attendance rate of 95 percent in each course.
3. Achieve an overall cumulative GPA of 3.0 or higher.
4. Achieve an overall cumulative GPA of 3.0 or higher.

Credit by Examination

Evaluations another institution is at the discretion of the accepting institution. It is the student's responsibility to confirm whether or not credit will be accepted by the accepting institution. If credit is earned, the student transcript. The credit does not affect the student's GPA but does count as credit-bearing credit towards a degree. In order to graduate from one of Full Sail's certificate programs, a student must:

1. Achieve a minimum GPA of 2.0 and a minimum attendance rate of 90 percent in each course.
2. Complete all applicable courses within the degree.
3. Not accrue in excess of 1.5 times the credits required to complete the program.
4. Achieve an overall cumulative GPA of 3.0 or higher.

For example, a freshman composition skills course is offered by 84 different public and nonpublic postsecondary institutions. Each institution uses “ENC_101” to identify these courses. Equivalent courses at different institutions are identified by the same prefixes and include courses that must be evaluated individually or courses in which the student possesses credentials that are comparable to those required by the accrediting association of the receiving institution. Equivalencies are established by the same process used to establish equivalencies within the state's own course numbering system. Credits awarded pursuant to this subsection shall satisfy institutional requirements of a course determines the assigned prefix to identify the course. Rather, the content of a course determines the assigned prefix to identify the course. Rather, the content of a course determines the assigned prefix to identify the course. 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Institutional Refund Policy

Refunds
Full Sail University's Institutional Refund Policy has been established in accordance with current state and federal regulations and applying appropriate standards. A refund to the student or fund source will only be paid if the student's enrollment at Full Sail University is cancelled, withdrawn, or otherwise terminated for any reason.

Refunds Due to Cancellations
Students who are not accepted by the University, cancel application within five (5) business days of Full Sail University's receipt of the application fee, or cancel enrollment (10 business days of Full Sail University's receipt of a signed enrollment agreement) are entitled to a 100% refund of tuition (on tuition charged). Full Sail University will refund the $75 application fee.

Students who have not visited Full Sail University prior to enrollment will have the opportunity to cancel enrollment and receive a refund of tuition charged plus a refund of the application fee within three (3) business days following either the regularly scheduled orientation or following a tour of the school.

Under any other circumstances, the $75 application fee is retained by Full Sail University.

Refunds to Withdrawal
Full Sail University has an established withdrawal period that is the first week of each semester. All tuition, excluding the application fee, will be refunded to students who drop within the withdrawal period. After the withdrawal period, the tuition and fees for the course will be calculated and charged or refunded to the student as determined by the state of residence (Iowa, Maryland, and/or Wisconsin) as indicated on page 77 of your refund policy.

Repayment of Government Program Funds

If a student is terminated, withdraws, or otherwise fails to complete an enrollment, Full Sail University is not required to be authorized by the Iowa College Student Aid Commission, the University will refund all monies paid for that course or program.

Iowa Tuition Reduction

Full Sail University is not required to be authorized by the Iowa College Student Aid Commission. Full Sail University uses a pro rata refund policy for Iowa residents who are enrolled in online programs. Students who are expelled by the college, cancel application or withdrawal of enrollment for any reason, the student's liability for the remaining unreimbursed funds. Full Sail University will notify the student of the amount owed. If the student fails to satisfy the repayment, he or she will be ineligible for any further federal student financial aid. Under any other circumstances, the $75 application fee is retained by Full Sail University.

Refunds will be paid within thirty (30) days of a student's official withdrawal, if the university cancels or discontinues a course or educational program stated in the enrollment agreement, the university will refund all monies paid for that course or program.

CANCELLATION OF ELIGIBILITY

Iowa residents who are enrolled in online programs. Maryland online students have seven (7) calendar days from the date of our written notice of withdrawal to cancel application within. After the three business day cancellation period, all tuition, excluding application fee. After the seven (7) day cancellation period, and after instruction has begun, the refund will be less than 50%.

Refunds due to Withdrawal

(For Wisconsin Students Enrolled in Online Programs)

Full Sail University uses a pro rata refund policy for Wisconsin residents who are enrolled in online programs. Wisconsin Online students have three (3) business days from the date of the written notice of withdrawal to cancel application within the application fee. After the three business day cancellation period, all tuition, excluding the application fee. Refunds will be paid within thirty (30) days of a student's official withdrawal, if the University cancels or discontinues a course or educational program stated in the enrollment agreement, the university will refund all monies paid for that course or program.

PERCENTAGE OF TUITION REFUNDED

PERCENTAGE OF SEMESTER COMPLETED

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<th>PERCENTAGE OF SEMESTER COMPLETED</th>
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<tr>
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<td>More than 90%</td>
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<td>20% to 10%</td>
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<tr>
<td>90% to 100%</td>
<td>Less than 10%</td>
</tr>
</tbody>
</table>

More than 70% of tuition refunds will not be paid.

Refunds are calculated on the basis of the following formula:

Refund = Tuition Charges x (100% - Percentage of Tuition Remaining) / 100%

In the event that the student does not live in an area for which the student is eligible to receive an Iowa Tuition Reduction, the student will receive a refund equal to the amount of the tuition charged.

Refunds for Withdrawal for Full Sail University

(For Maryland Students Enrolled in Online Programs)

Full Sail University uses a pro rata refund policy for Maryland residents who are enrolled in online programs. Maryland residents have seven (7) calendar days from the date of our written notice of withdrawal to cancel the application for a refund of a full refund, including the application fee. After the seven (7) day cancellation period, and after instruction has begun, the refund will be less than 50%.

Refunds due to Withdrawal

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More than 70% of tuition refunds will not be paid.

Refunds are calculated on the basis of the following formula:

Refund = Tuition Charges x (100% - Percentage of Tuition Remaining) / 100%

In the event that the student does not live in an area for which the student is eligible to receive an Iowa Tuition Reduction, the student will receive a refund equal to the amount of the tuition charged.

Refunds for Withdrawal for Full Sail University

(For Maryland Students Enrolled in Online Programs)

Full Sail University uses a pro rata refund policy for Maryland residents who are enrolled in online programs. Maryland residents have seven (7) calendar days from the date of our written notice of withdrawal to cancel the application for a refund of a full refund, including the application fee. After the seven (7) day cancellation period, and after instruction has begun, the refund will be less than 50%.

Refunds due to Withdrawal

(For Wisconsin Students Enrolled in Online Programs)

Full Sail University uses a pro rata refund policy for Wisconsin residents who are enrolled in online programs. Wisconsin Online students have three (3) business days from the date of the written notice of withdrawal to cancel application within the application fee. After the three business day cancellation period, all tuition, excluding the application fee. Refunds will be paid within thirty (30) days of a student's official withdrawal, if the University cancels or discontinues a course or educational program stated in the enrollment agreement, the university will refund all monies paid for that course or program.

PERCENTAGE OF TUITION REFUNDED

PERCENTAGE OF SEMESTER COMPLETED

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More than 70% of tuition refunds will not be paid.

Refunds are calculated on the basis of the following formula:

Refund = Tuition Charges x (100% - Percentage of Tuition Remaining) / 100%
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Week 14 0% 0% 0%
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Week 16 0% 0% 0%
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Week 46 0% 0% 0%
must have a procedure and operational plan for handling student complaints. If a student does not feel that Full Sail has adequately addressed a complaint or concern, the student may contact the Accrediting Commission. All complaints considered by the Commission must be in written form with permission by the complainant(s) for the Commission to forward a copy of the complaint to the school for a response. The complainant(s) will be kept informed as to the status of the complaint as well as the final resolution by the Commission. Please direct all inquiries to:

>> Accrediting Commission of Career Schools and Colleges
2015 Wilson Boulevard, Suite 302
Alexandria, VA 22311
(703) 247-4512
www.accsc.org

A copy of the Commission’s Complaint Form is available at the school and may be obtained by contacting Debbie Mills, Director of Student Affairs.

For more information Full Sail’s grievance/complaint policy, please visit:

Full Sail’s resources/brochure-file/DisableStudent_-Grievance/complaintprocess.pdf

Out-of-state distance education students participating under SARA, who have completed the internal grievance resolution process and the applicable state grievance process, may appeal non-instructional complaints to the FL-SARA PRDEC Council. For additional information on the complaint process, please visit:

www.FL-doc.org/sara/complaint-process

Students may contact the Commission for Independent Education as the last resort for grievances after all other avenues have been contacted and a satisfactory resolution has not been made.

>> Florida Commission for Independent Education
225 West Gaines Street, Suite 141-0
Tallahassee, Florida 32399-0460
(850) 245-5300

KANSAS

>> Kansas Board of Regents
1000 SW Jackson Street, Suite 320
Topeka, Kansas 66612-1366
http://www.kansasregents.org/academic_affairs/private_out_of_state-complaint_process

MARYLAND

>> Maryland Attorney General
Consumer Protection Division
209 N. Charles St.
Baltimore, MD 21201
(410) 230-4642
(888) 743-4623 toll free
consumerhelp@attorneygeneral.state.md.us
http://www.lgs.state.md.us/Consumer/complaint.htm

MINNESOTA

>> Minnesota Office of Higher Education
1400 Energy Park Drive, Suite 330
St. Paul, Minnesota 55108-5227
http://www.ohe.state.mn.us/Reg/Complain-D-1079

WISCONSIN

>> Wisconsin Educational Approval Board
201 W. Washington Avenue, 3rd Floor
P.O. Box 806
Madison, Wisconsin 53708
education@wa.education.gov
http://wd.state.wi.us/resource/complaint.asp

UTAH

>> Utah Division of Consumer Protection
250 E. 200 South
Salt Lake City, UT 84111
consumerprotection@utah.gov
http://consumerprotection.utah.gov/complaints/

Students Receiving Veterans Benefits

Credit for Previous Training for Students Receiving Veterans Benefits

Students receiving veterans benefits with previous postsecondary training or work experience must have this training or work experience evaluated and receive credit when appropriate. An official transcript or documentation of work experience must be sent to the Director of Student Affairs. These students must also successfully complete the final exam for each course to be credited. The Director of Student Affairs evaluates all relevant information, and credit for previous training is granted where appropriate. If credit is given, the training time within the program may be shortened and the tuition reduced accordingly.

Satisfactory Progress for Students Receiving Veterans Benefits

A standard system of percentages is used for measuring progress in each course. Students are given periodic examinations, both written and practical. Those receiving veterans benefits are evaluated at the end of each class. In order to maintain satisfactory progress, students must have a 1.0 term GPA at the end of each evaluation period and have a cumulative grade point average at the 25%, mid-point and end of the program that meets the same graduation requirements for all degree program students. Those who do not achieve satisfactory progress at the end of each evaluation period are placed on probation for eight weeks. Students who do not achieve satisfactory progress on or before the end of the eight-week probation period have their veterans benefits terminated and are subject to termination from Full Sail. In this event, students are responsible for payment of any remaning tuition balance.

Re-Entry for Students Receiving Veterans Benefits

Students are responsible for reporting changes in their enrollment status full to Full Sail’s certifying official and to the VA. The law requires that education benefits to veterans be discontinued when students cease to maintain satisfactory attendance, progress, or conduct during training.

Re-Entry for Students Receiving Veterans Benefits

Students receiving veterans benefits who are dismissed for unsatisfactory progress, poor attendance, misconduct or any other reason must seek re-entry through the Academic Advisors in the Education Department. These students may be re-admitted when appropriate. An offical transcript or documentation of work experience must have this training or work experience evaluated and receive credit when appropriate. An official transcript or documentation of work experience must be sent to the Director of Student Affairs. These students must also successfully complete the final exam for each course to be credited. The Director of Student Affairs evaluates all relevant information, and credit for previous training is granted where appropriate. If credit is given, the training time within the program may be shortened and the tuition reduced accordingly.

Reporting for Students Receiving Veterans Benefits

Students are responsible for reporting changes in their enrollment status full to Full Sail’s certifying official and to the VA. The law requires that education benefits to veterans be discontinued when students cease to maintain satisfactory attendance, progress, or conduct during training.

Termination Policy and Borrower’s Agreement

A student may terminate his/her enrollment agreement by giving written notice to Full Sail University, subject to the terms as outlined in the Institutional Refund Policy section of this catalog. Full Sail University reserves the right to terminate the enrollment agreement in the event of (i) disruptive behavior by a student, (ii) destruction of property by a student, (iii) misrepresentation of academic progress, (iv) poor attendance and/or participation, or (v) failure to satisfactorily complete all required courses prior to attempting 150% of the credit hours required to complete the semester. Students who disatisfy without notice or without receipt of educational services offered by Full Sail University does not excuse the student from repayment of any private loan, grant, federal loan, or other loan whatsoever made to the student for enrollment and completion of training at Full Sail University.

Title IX

For more information regarding Full Sail’s title IX compliance program, visit www.fullsail.edu/title-ix
Licenses & Accreditation

Full Sail University is licensed by the Commission for Independent Education, Florida Department of Education. Additional information regarding this institution may be obtained by contacting the Commission at 325 West Gaines Street, Suite 1414, Tallahassee, FL 32399-4090, toll-free telephone number (888) 224-6684.

Full Sail University is licensed to offer Associate of Science, Bachelor of Science, Master of Science, Master of Fine Arts, undergraduate certificates and graduate certificates by the Commission for Independent Education.

Full Sail is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC). The ACCSC is listed by the U.S. Department of Education as an institutionally recognized accrediting agency under the provisions of Title IV, Chapter VI, Part 602 of the Code of Federal Regulations.

KANSAS

Full Sail University holds a Certificate of Approval from the Kansas Board of Regents. Additional information regarding this approval may be obtained by contacting the Kansas Board of Regents, 1100 S. mailbox 550, Lawrence, KS 66044, telephone (785) 864-3021, or website www.kansasregents.org.

MARYLAND

Full Sail University (Online) is registered with the Maryland Higher Education Commission to enroll Maryland students in its fully online distance education programs.

Additional information regarding this institution may be obtained by contacting the Maryland Higher Education Commission at 6 N. Liberty Street, 10th Floor, Baltimore, MD 21201, telephone 410-767-3301 or 800-974-0203.

MICHIGAN

Full Sail University is registered with the office pursuant to sections 136A.71 to 136A.71a. Registration is not an endorsement of the institution. Credits earned at the institution may not transfer to all other institutions.

WISCONSIN

Full Sail University is approved by the Wisconsin Educational Approval Board. Additional information regarding this approval may be obtained by contacting: the Educational Approval Board, 30 West MIlwaukee Street, 9th Floor, P.O. Box 8066, Madison, WI 53708-8066, telephone (608) 266-1996.

CALIFORNIA DISCLOSURE

As a registered out-of-state institution in the state of California, Full Sail University must provide the following disclosure to all online, California-resident students:

The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by a student in an educational program at a qualifying institution, who is a California resident while enrolled, or was enrolled in a residency program, if you do not choose to participate in a teach-out plan approved by the Bureau.

To be eligible for STRF, you must be a California resident or enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered economic loss as a result of any of the following:

1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not receive or have enrolled in a teach-out plan approved by the Bureau:

2. You were enrolled at an institution or a location of the institution within the 120-day period before the closure of the institution or location, or were enrolled in an educational program within the 120-day period before the program was discontinued.

3. You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution. In an educational program offered by the institution at which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.

4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.

5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law, or has failed to pay a refund for courses received by the institution in excess of tuition and other costs.

6. You have been awarded a refund, a refund, or other monetary award by an arbitrator or court, based on a violation of this chapter or a federal statute, but have been unable to collect the award from the institution.

7. You have repeatedly sought relief that resulted in the cancellation of one or more of your student loans and have an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revised by a loan holder or debt collector after a period of noncollection may file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the action or event has been extended by another act of law.

However, no claim can be paid to any student without a social security number or a taxpayer identification number.

Administration

Governing Body

FULL SAIL UNIVERSITY

ADMINISTRATION

Garry Jones ................................................... President
Ken Goldblatt ............................................. Vice President, Financial Aid
Joe Jones .................................................. Chief Information Officer
Debbie Magruder ......................................... Executive Director Of Education
Geoff Rogers ............................................. Chief Financial Officer
Stella Piasotta ............................................. Vice President, Staff & Cultural Development
Matthew Pengra ........................................... Vice President, Admissions
Tammy Eloit ............................................. Vice President, Career Development
Kathleen List ............................................. Vice President, Marketing
Mark Gilbert ............................................. Vice President, Information & Media Technology
Cheryl Griffith ............................................ Vice President, Marketing
Crag Daily .................................................. Vice President, Financial Aid
Luis Garcia .................................................. Vice President, Career Development
Debbie Magruder ......................................... Chief Financial Officer

EDUCATION DIRECTORS

David Faung ........................................... Vice President, Academic Affairs
Neil Thompson ............................................ Vice President, Academic Innovation
Edward Bond ........................................... Senior Director of Operations
Jennifer Hill ............................................. Director of Education Compliance
Pat Bihm .................................................. Director of Graduate Studies
Deidre Nelson ............................................. Director of Student Success
Jon Craig .................................................. Director of Academic Success

Full Sail University is a fictitious name registered by Full Sail, LLC ( dba Full Sail University) and is organized and governed by the laws of the State of Florida. The address of the governing body is the same as that of the school.

Co-Chairs/CEOs

Eli Textbook ............................................ Business
Jon Philips ..................................................

Full Sail University

ADMINISTRATION

Jon Craig ................................................... Director of Academic Success
Debbie Mills ........................................... Vice President, Financial Aid
Nell Thompson ...................................... Vice President, Academic Affair
Craig Daily ............................................. Vice President, Information & Media Technology
Vice President, Financial Aid

Vice President, Academic Innovation

Chief Information Officer

Executive Director of Education

Senior Director of Operations

Director of Student Success

Director of Academic Success

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All Section 504 and ADA complaints, excluding those filed against the Director of Student Affairs, should be addressed to: Deborah Mills, Director of Student Affairs, 3300 University Boulevard, Winter Park, FL 32792. All Section 504 and ADA complaints filed against the Director of Student Affairs should be addressed to: Garry Jones, President, 3300 University Boulevard, Winter Park, FL 32792. Please see the Full Sail University Student Manual for a copy of the university’s grievance procedure. The Full Sail Student Manual is available at www.fullsail.edu/student-manual and can also be obtained by contacting the Director of Student Success, at success@fullsail.com.

All Title IX complaints should be addressed to: Shayne Cade, Director of Compliance and Title IX Coordinator, 3300 University Boulevard, Winter Park, FL 32792 or at compliance@fullsail.com. For more information on Title IX and to access the Title IX complaint form, students and staff should visit www.fullsail.edu/title-ix.
Full Sail University
3300 University Boulevard
Winter Park, FL 32792-7429

Local/International: 407.679.0100
Toll Free: 800.226.7625

fullsail.edu

Financial aid is available for those who qualify • Career development assistance • Accredited University, ACCSC

To review consumer disclosures, please visit fullsail.edu/gedt.

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