

Bachelor of Arts in Multimedia Studies (BAMS)

In today's global knowledge economy, information has become the primary resource and multimedia communication skills have become essential, sought after competencies. Organizations, agencies and businesses alike require expertise in multimedia as a strategic imperative. Today's institutions require a professional with multimedia skills and competencies. The Bachelor of Arts in Multimedia Studies is a program that prepares experts in:

- information and communications technology;
- knowledge management; and
- multimedia

PROGRAM GOALS

Graduates of the Bachelor of Arts in Multimedia Studies (BAMS) are:

- knowledgeable with the range and use of multimedia information and communication technologies;
- articulate in philosophical and theoretical underpinnings of developments in the field and their social implications;
- abreast with emerging trends, protocols procedures, and their implications on practice;
- proficient in hardware operation, software development, and applications use;
- able to produce multimedia knowledge products;
- able to contribute to the body of research on multimedia theories and processes; and
- able to contribute to local multimedia initiatives in the context of global realities.

Production and Practicum Courses (18 units, Residential)

MMS 171	Text in Multimedia	(3 units)
MMS 172	Audio in Multimedia	(3 units)
MMS 173	Photography in Multimedia	(3 units)
MMS 174	Graphics in Multimedia	(3 units)
MMS 175	Videography in Multimedia	(3 units)
MMS 176	Animation in Multimedia	(3 units)

Others (10 units)

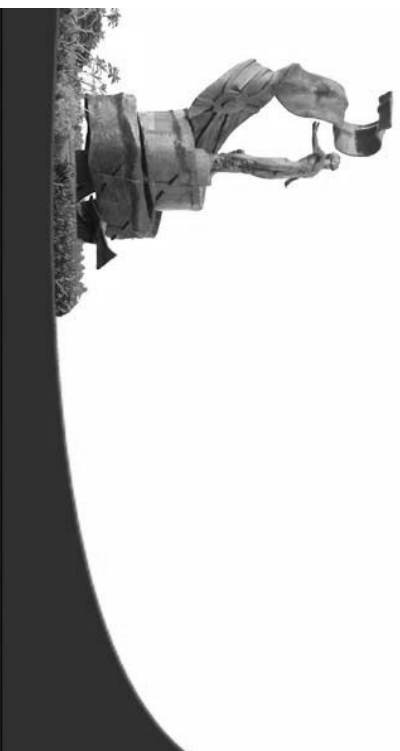
PI 100	Philippine Institutions 100	(3 units)
MMS 198	Special Topics	(3 unit)
MMS 200	Special Project	(6 units)

Electives (15 units selected from the following)

MATH 11	College Algebra	(3 units)
ECON 11	Introductory Economics	(3 units)
ENG 157	English for the Professions	(3 units)
COMP ED 1	Computer Education 1	(3 units)
COMP ED 2	Introduction to Web Design and Publishing	(3 units)
PSYCH 11	Introduction to Psychology	(3 units)
PHILO 173	Practical Ethics	(3 units)



**U.P. Open University
Faculty of Information
and Communication
Studies**



**Bachelor of Arts
in Multimedia
Studies (BAMS)**

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Communication Studies**
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Major Courses (54 units)

MMS 100	Introduction to Multimedia Studies	(3 units)
MMS 101	Introduction to Information Technology	(3 units)
MMS 102	Theories in Multimedia	(3 units)
MMS 111	Gender and Multimedia	(3 units)
MMS 112	Multimedia and Society	(3 units)
MMS 115	Law and Multimedia	(3 units)
MMS 197	Multimedia Research	(3 units)
MMS 120	Communication and Culture	(3 units)
MMS 121	Multimedia and Popular Culture	(3 units)
MMS 130	Information and Communication Technology for Development	(3 units)
MMS 131	Introduction to Knowledge Management	(3 units)
MMS 140	Mathematics in Multimedia	(3 units)
MMS 141	Principles of Programming	(3 units)
MMS 142	Internet Technologies and Web Development	(3 units)
MMS 143	Introduction to Multimedia Computing	(3 units)
MMS 144	Principles of Multimedia Information Management	(3 units)
MMS 145	Multimedia Communications and Networking	(3 units)
MMS 146	Object-Oriented Programming	(3 units)

BAMS graduates can assume the following plantilla positions in corporations, government agencies and non-government organizations:

- multimedia specialist
- information specialist
- information manager
- communication specialist
- communication manager
- knowledge specialist
- knowledge manager

PROGRAM STRUCTURE

The BAMS program is composed of 144 academic units:

- 15 GE courses (45 units),
- 18 major courses (54 units),
- 6 residential multimedia production courses (18 units),
- 5 electives (15 units),
- PI 100 (3 units),
- a three-unit special topics, and
- a six-unit special project

Students must also complete eight units of Physical Education (PE) courses and six units of National Service Training Program (NSTP) courses.

MODE OF DELIVERY

Courses shall be delivered through blended learning, a mixed mode of distance education and on-campus residential learning, for hands-on production courses with built-in laboratory or practicum sessions. Multimedia, as a subject matter, lends itself very well with distance delivery. On the other hand, socialization among BAMS students will be enriched with on-campus residential courses during summers supplementing their interaction as online virtual communities.

PROGRAM REQUIREMENTS

Admission

The following applicants may be admitted to the program:

1. High school graduates with five-year work experience who pass the UPOU Distance Education Readiness Test and the UPOU Undergraduate Admission Test (UgAT).
2. AA graduates of UPOU
3. Practitioners in media and related fields with five-year work experience who pass the UPOU Distance Education Readiness Test.
4. Transferees from other UP constituent units with a GWA of 2.5 who pass the UPOU Distance Education Readiness Test.
5. Transferees from any recognized institution who have completed two years of study, or 60 units, with a GWA of 2.0 or higher who pass the UPOU Distance Education Readiness Test subject to UP system rules and policies on lateral entrants

COURSE DESCRIPTIONS

General Education Courses (45 units)

Arts and Humanities	
COMM 1	Communication Skills 1 (3 units)
OR	
KOM 1	Kasanayan sa Komunikasyon 1 (3 units)
COMM 2	Communication Skills 2 (3 units)
OR	
KOM 2	Kasanayan sa Komunikasyon 2 (3 units)

COMM 3	Speech Communication (3 units)
HUM 1	Literature, Man and Society (3 units)
HUM 2	Art, Individual, and the Society (3 units)

Social Sciences and Philosophy

HIST 1/ KAS 1	Philippine History/Kasaysayan at mga Institusyong Pilipino (3 units)
HIST 2/ KAS 2	Asia and the World/Ang Asya at ang Mundo (3 units)
SOC SCI 1	Foundations of Behavioral Sciences (3 units)
SOC SCI 2	Foundations of Behavioral Sciences 2 (3 units)
PHILO 1	Philosophical Analysis (3 units)

Mathematics, Science and Technology

MATH 1	Fundamental Concepts and Applications of Mathematics (3 units)
NATSCI 1	Foundations of Natural Science 1 (3 units)
NATSCI 2	Foundations of Natural Science 2 (3 units)
NAT SCI 3	DNA Technology: A Brave New World (3 units)
OR	
NAT SCI 4	Oceans and Us (3 units)
STS	Science, Technology and Society (3 units)