



## UP Open University • Faculty of Information and Communication Studies **BACHELOR OF ARTS IN MULTIMEDIA STUDIES**

The Bachelor of Arts in Multimedia Studies program was the first of its kind in the University of the Philippines. It was instituted as a fully online undergraduate degree program with the intention to address the need for professionals with multimedia skills and competencies, given the global trend of the increase in value of information as a resource and of its handling and managing as a skill.

### Course Objectives

The program has the goal of producing graduates who are:

- Knowledgeable about the range and use of multimedia information and communication technologies;
- Articulate in the philosophical and theoretical underpinnings of developments in the field and their social implications in multimedia;
- Knowledgeable about hardware operation and software development;
- Able to produce multimedia knowledge products;
- Able to contribute to the body of research and development in multimedia; and
- Capable of keeping abreast with emerging trends, protocols, procedures, and their implications on practice.

### Mode of Instruction

All courses are taught online following the principles of guided independent study and collaborative inquiry.

### Admission Procedures

**Step 1:** Apply for admission and upload the admission requirements through the Online Application System. Monitor the progress of your application through the OAS.



**Step 2:** As soon as the online application is accomplished, mail the complete and valid admission documents to the address below:



**The Admission Section  
Office of the University Registrar  
UP Open University  
Los Baños, Laguna 4031  
Philippines**

Refer to the UPOU Academic Calendar for the deadline for submission of application documents.

**Step 3:** Complete the DE Readiness Module (DERM). The link to the DERM will be emailed by admissions.



**Step 4:** Wait for an email from the OUR for the admission results. Results of the evaluation will be released after the evaluation of the respective Admissions Committee and before the registration/enrollment period of the applied term.

