

# Digital Media

## Degree Type

Bachelor of Arts

**Administrator:** Chair, Department of Visual Arts

**Requirements:** 60-62 credits:

Completion of the prescribed core courses (36 credits) plus 24 credits from the concentration areas.

### Core Courses: 36 credits

Item #	Title	Credits
ARDE1020	2D Design	3
ARDE1040	Drawing 1	3
ARDE2350	Graphic Design 1: Introduction to Visual Communication	3
ARDE2430	Introduction to Computer Graphics	3
	ARDE2760 or ARDE3430	3
ARDE3440	Introduction to Web Design	3
	ARDE4540 or ARDE4960	3
	COMM2420 or BSNS3530	3
COMM2020	Media Systems and Literacy	3
DMDA2260	Video Production 1	3
DMDA3260	Introduction to Animation	3

### Choose one of the following:

Item #	Title	Credits
ARDE3250	Art History 1	3
ARDE3340	Design History: Industrial Revolution to Contemporary Design	3
ARDE3750	Art History 2	3
ARDE3950	Modern and Contemporary Art History	3

### Choose 24-26 credits from the following Concentrations:

#### Animation Concentration: 12 credits

Item #	Title	Credits
ARDE2070	Figure Studies	3
ARDE2280	Illustration 1: Visual Voice	3
DMDA3030	Film Theory and Criticism	3
DMDA3360	Advanced Animation	3

**Audio Engineering Concentration: 12 credits**

Item #	Title	Credits
DMDA2280	Audio Production	3
MUSC1310	Digital Music and Technology	3
	MUSC2960 Field Experience in Audio Production (3 required)	3
MUSC3650	Studio and Live Sound	3

**Graphic Design Concentration: 12 credits**

Item #	Title	Credits
ARDE2360	Graphic Design 2: Typography	3
ARDE3360	Graphic Design 3: Advanced Practice	3
ARDE3730	Advanced Typography	3
ARDE4440	Advanced Web Design	3

**Marketing Concentration: 12 credits**

Item #	Title	Credits
BSNS2330	Business Statistics	3
BSNS3510	Principles of Marketing	3
BSNS3880	Digital and Social Media Marketing	3
BSNS4560	Consumer Behavior Marketing Research	3

**New Media Concentration: 12 credits**

Item #	Title	Credits
ARDE2010	3D Design	3
ARDE4030	Sculptural Installation	3
ARDE4094	Special Topics in Art	1-3
	DMDA3290 or DMDA3360	3

**Storytelling Concentration: 12 credits**

Item #	Title	Credits
COMM3050	Nonverbal Communication	3
DMDA2250	Introduction to Screenwriting	3
DMDA3030	Film Theory and Criticism	3
ENGL2050	Beginning Creative Writing	3

**Video and Film Concentration: 12 credits**

Item #	Title	Credits
DMDA2250	Introduction to Screenwriting	3
DMDA2280	Audio Production	3
DMDA3030	Film Theory and Criticism	3
DMDA3290	Video Production 2	3

**Visual Culture Studies Concentration: 12 credits**

Item #	Title	Credits
ARDE3340	Design History: Industrial Revolution to Contemporary Design	3
ARDE3950	Modern and Contemporary Art History	3
DMDA3030	Film Theory and Criticism	3
	Choose one from: ARDE, DMDA, PHIL below	3

**Web Development Concentration: 13-14 credits**

Item #	Title	Credits
COMP1220	Introduction to Computer Science	3
	COMP2040 or COMP2260/COMP2260L	3-4
	COMP2220 and COMP2220L	4
	COMP2750 or ARDE4440	3

**Writing Concentration: 12 credits**

Item #	Title	Credits
COMM3020	Organizational Communication	3
COMM3240	Public Relations Writing	3
ENGL3060W	Creative Writing - Nonfiction	3
ENGL3070W	Professional and Technical Writing	3
<b>Total Credits</b>		<b>60-62</b>