Digital Culture (Art), **BA**

Do you wish you could immerse yourself in exciting, innovative technologies and media while using practices of humanities and global thinking? Whether you enjoy crafting technology from scratch or designing new ways to imagine technological futures, you will create, develop and engage the technological world around you.

**Program Description**

The School of Arts, Media and Engineering educates the next generation of learners and empowers them with technofluency --- its development, application and implications. The School of Arts, Media and Engineering prepares students to be socially aware, critically thinking global citizens who strive to bring about positive change in a society that will be increasingly shaped by new technologies.

The BA program in digital culture equips students with the knowledge, abilities and technical skills they need for creating computational media. Students learn to create computational media, which is computation combined with objects, sound, video, time, space, culture and bodies; breathe behavior into media, objects or systems by programming; and think critically about how computation impacts lives and how culture makes a difference in how people experience computational media, a critical skill in this dynamic age.

The program is for students wishing to specialize in visual composition aspects of new media. Students complement their knowledge of digital culture with discipline-specific courses in the School of Art focused on the historical and theoretical aspects of visual arts, foundational visual arts skills and hands-on knowledge of visual composition through digital means.

Armed with skills and sound judgment, graduates work in cultural communication, marketing, design, social media, health, education, entertainment and creative arts, and all areas in which culture is shaped by technology and computational media. All graduates know techniques to change the world and communicate using contemporary computational media, a vital power in the 21st century. Some go on to invent fresh techniques.
At a Glance

- **College/School:** Herberger Institute for Design and the Arts
- **Location:** Tempe campus
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 210 - Brief Calculus
- **Math Intensity:** Moderate

Required Courses (Major Map)

2021 - 2022 Major Map
Major Map (Archives)

Admission Requirements

**General University Admission Requirements:**
All students are required to meet general university admission requirements.

Freshman | Transfer | International | Readmission

Change of Major Requirements

An ASU student who would like to change majors to one offered by the Herberger Institute for Design and the Arts or one of its programs must have a minimum cumulative GPA of 2.50 (scale is 4.00 = "A").

Students should refer to https://changemajor.apps.asu.edu for information about how to change a major to this program.

Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASU™ to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and help students save time and money in their college journey. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/pathway-programs.

Global Opportunities
Global Experience
Exploring programs around the globe furthers students' ability to apply their studies to a global spectrum. With over 250 programs in more than 65 countries (programs vary in length, from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs.  
https://goglobal.asu.edu/

The School of Arts, Media and Engineering also offers a summer study abroad in the Netherlands. Interested parties, regardless of major, should see the study abroad website to explore the program Design and Society in the Netherlands: Visualizing the Invisible. 

Career Opportunities
Graduates of digital culture have a wide array of career opportunities in new media involving the fields of:

- communications (CISCO, Google, Facebook)
- computing (Apple, Microsoft)
- gaming and entertainment (Industrial Light and Magic, Electronic Arts, Pixar)
- media arts (engineering multimedia shows, video and sound production)

The digital culture curriculum also prepares students for roles in the development of modern media systems that address complex socio-technical problems, such as:

- diagnostic, monitoring and assistive cyber-physical tools and systems that can be used by health care providers
- new systems for collaborative, participatory content creation and sharing
- social networking and reflection tools for promoting sustainability
- systems for interactive, adaptive learning and computational assessment in educational organizations

Graduates of the digital culture program who are interested in continuing their higher education are well prepared to apply for admission to the graduate programs through the School of Arts, Media and Engineering at ASU and other top interdisciplinary new media programs in the nation.

Digital culture alumni have received job opportunities in:

- 3D modeling and fabrication
- audio and video
- engineering
- graphic design
- illustration
• iOS development
• journalism
• programming
• software engineering
• special effects
• visual media

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Director</td>
<td></td>
<td>$97,270</td>
</tr>
<tr>
<td>Broadcast Technician</td>
<td>3.1%</td>
<td>$43,570</td>
</tr>
<tr>
<td>Computer Network Technician</td>
<td>6.4%</td>
<td>$65,450</td>
</tr>
<tr>
<td>Corporate Web Developer</td>
<td>5.7%</td>
<td>$92,870</td>
</tr>
<tr>
<td>Fine Artist</td>
<td>1.0%</td>
<td>$52,340</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td></td>
<td>$53,380</td>
</tr>
<tr>
<td>IT Project Manager</td>
<td>5.7%</td>
<td>$92,870</td>
</tr>
<tr>
<td>Photographer</td>
<td></td>
<td>$41,280</td>
</tr>
<tr>
<td>Sound Recording Engineer</td>
<td>6.0%</td>
<td>$53,520</td>
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<tr>
<td>Video Game Designer</td>
<td></td>
<td>not available</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

🌟 Bright Outlook 🌿 Green Occupation

**Contact Information**

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