Program Description

The BA program in digital culture equips students with the technical skills to create computational media and the cultural skills to know when or why to apply them.

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.

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 have gained techniques to change the world through communication using contemporary computational media, a vital power in the 21st-century. Some graduates go on to invent fresh techniques.

This program is also offered as an accelerated degree with an MA in creative enterprise and creative leadership. More information can be found on the Creative Enterprise and Cultural Leadership website: https://herbergerinstitute.asu.edu/research-and-initiatives/enterprise-and-entrepreneurship-programs/curb-enterprise-leadership/.

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
Accelerated Degrees

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's and master's degree with:

Creative Enterprise and Cultural Leadership, MA

Acceptance to the graduate program requires a separate application. During their junior year, eligible students will be advised by their academic departments to apply.

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://students.asu.edu/changingmajors for information about how to change the major to this program.

Transfer Options

ASU is committed to helping you thrive by offering tools that allow you to personalize your transfer path to ASU. Students may use the Transfer Map search 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. Learn more about these programs by visiting the Admissions site.
Global Opportunities

PLuS Alliance
Global Experience

With over 250 programs in more than 65 countries (ranging 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://mystudyabroad.asu.edu/

Additionally, The School of Arts, Media and Engineering also offers a summer study abroad to the Netherlands. Interested parties regardless of major should explore the program Design and Society in the Netherlands: Visualizing the Invisible on the study abroad website: http://links.asu.edu/VisualizingtheInvisible.

Global Degree

Career Opportunities

Career opportunities include the following fields:

- audio
- comparative literature
- computing
- creative writing
- technical writing
- technology
- visual media

Digital culture alumni have obtained careers as:

- 3D modelers
- designers
- graphic designers
- engineers
- programmers
- software specialists
- special effects artists
- visual media artists
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>Audio-Visual Technician</td>
<td>12.9%</td>
<td>$42,190</td>
</tr>
<tr>
<td>Computer Programmer</td>
<td></td>
<td>$82,240</td>
</tr>
<tr>
<td>Computer Scientist</td>
<td>19.2%</td>
<td>$114,520</td>
</tr>
<tr>
<td>Computer Support Specialist</td>
<td>11.3%</td>
<td>$50,210</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td>4.2%</td>
<td>$48,700</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>9.9%</td>
<td>$47,900</td>
</tr>
<tr>
<td>Software Developer</td>
<td>11.1%</td>
<td>$107,600</td>
</tr>
<tr>
<td>Software Engineer</td>
<td>30.7%</td>
<td>$101,790</td>
</tr>
<tr>
<td>Sound Recording Engineer</td>
<td>6.3%</td>
<td>$55,810</td>
</tr>
<tr>
<td>Video Game Designer</td>
<td>9.3%</td>
<td>$88,510</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

Schedule an advisor appointment
Arts, Media and Engineering Sch T | STAUF B 217
digitalculture@asu.edu | 480-965-9438