Digital Culture (Design), BA

HIDGCDBA

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, 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 the dynamic 21st century.

Armed with skills and 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 students gain 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.

Digital Culture - Design Concentration

The digital culture program with a concentration in design allows students to specialize in hybrid (physical and digital) product and space design. Students complement their knowledge with an understanding of the principles of space and product design as well as the historical and theoretical aspects of design, and they develop integrative design approaches to the digital and physical elements of hybrid products and spaces.

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)
2018 - 2019 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 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 Agreements

ASU has partnered with colleges and universities in Arizona, California, Illinois and Washington to provide transfer curriculum pathways. Students should select their current institution to see if there is a partnership agreement between the institution and ASU for this degree program. Students who do not see their state or institution listed should check back as ASU is always working on creating new partnerships.

- Transfer from a Maricopa Community College in Arizona
  Select a college
  • Chandler-Gilbert Community College
  • Estrella Mountain Community College

- Transfer from an Arizona Community College
  Select a college
  • Arizona Western College
  • Central Arizona College
  • Cochise College

- Transfer from another state
  Select a state
  • California
  • Illinois
  • Washington
  • Another state
Global Opportunities

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/.

Career Opportunities

Upon graduation, digital culture students 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 will be well prepared to apply for admission to the top interdisciplinary new media programs in the nation, including the graduate programs through the School of Arts, Media and Engineering at ASU.

Digital culture alumni have received job opportunities in the following fields:

- audio and video
- engineering
- graphic design
- illustration
- iOS development
- journalism
- programming
- software engineering
- special effects
- 3D modeling and fabrication
- 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>Animator</td>
<td>8.4%</td>
<td>$70,530</td>
</tr>
<tr>
<td>Architect</td>
<td>4.2%</td>
<td>$78,470</td>
</tr>
<tr>
<td>Architecture Professor</td>
<td>10.6%</td>
<td>$80,050</td>
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<tr>
<td>Art Director</td>
<td>5.4%</td>
<td>$92,500</td>
</tr>
<tr>
<td>Art Professor</td>
<td>12.0%</td>
<td>$66,930</td>
</tr>
<tr>
<td>Broadcast Technician</td>
<td></td>
<td>$39,060</td>
</tr>
<tr>
<td>Computer Network Analyst</td>
<td>6.5%</td>
<td>$104,650</td>
</tr>
<tr>
<td>Computer Network Technician</td>
<td>8.3%</td>
<td>$62,340</td>
</tr>
<tr>
<td>Computer Scientist</td>
<td>19.2%</td>
<td>$114,520</td>
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<tr>
<td>Computer Systems Analyst</td>
<td>9.1%</td>
<td>$88,270</td>
</tr>
<tr>
<td>Corporate Web Developer</td>
<td>9.3%</td>
<td>$88,510</td>
</tr>
<tr>
<td>Occupation</td>
<td>Growth Rate</td>
<td>Salary</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>-------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Designer (General)</td>
<td>5.8%</td>
<td>$55,930</td>
</tr>
<tr>
<td>Engineering Manager ★</td>
<td>5.5%</td>
<td>$137,720</td>
</tr>
<tr>
<td>Film Editor ★</td>
<td>17.0%</td>
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<tr>
<td>Graphic Designer</td>
<td>4.2%</td>
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<tr>
<td>IT Project Manager</td>
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<td>$88,510</td>
</tr>
<tr>
<td>Industrial Designer ★</td>
<td>4.4%</td>
<td>$65,970</td>
</tr>
<tr>
<td>Landscape Architect ★</td>
<td>6.4%</td>
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<tr>
<td>Music Composer</td>
<td>5.7%</td>
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<tr>
<td>Music Director</td>
<td>5.7%</td>
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<tr>
<td>Performance Artist</td>
<td>5.5%</td>
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<tr>
<td>Photographer</td>
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<tr>
<td>Production Assistant ★</td>
<td>9.9%</td>
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<tr>
<td>Sound Recording Engineer</td>
<td>6.3%</td>
<td>$55,810</td>
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<tr>
<td>TV/Movie Set Designer ★</td>
<td>10.3%</td>
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<tr>
<td>Video Game Designer</td>
<td>9.3%</td>
<td>$88,510</td>
</tr>
</tbody>
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* 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
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