Digital Culture (Design), BA

Program Description

The BA program in digital culture equips students with the technical skills they need to create computational media and the ability 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 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)

2020 - 2021 Major Map
Major Map (Archives)

Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.

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://changingmajors.asu.edu/request 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 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. 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 (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/](https://mystudyabroad.asu.edu/)

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](http://links.asu.edu/VisualizingtheInvisible)

**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 to other top interdisciplinary new media programs in the nation.

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

- 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>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>
</tr>
<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>IT Project Manager</td>
<td>9.3%</td>
<td>$88,510</td>
</tr>
<tr>
<td>Industrial Designer</td>
<td>4.4%</td>
<td>$65,970</td>
</tr>
<tr>
<td>Music Composer</td>
<td>5.7%</td>
<td>$50,590</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>9.9%</td>
<td>$47,900</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

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