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 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 - English Concentration

The digital culture program with a concentration in English is designed for students who wish to explore the historical, scientific and theoretical intersections of art, media and technology. Sharing of stories and media through electronic communities, participatory art-making and creativity forums on the web, gaming, digital movies and effects, mediated public spaces and electronic design are only a few of the new activities that are defining and evolving culture. Students in the major assist in the establishment, evolution and proliferation of such culture at the state, national and international level. Students will use tools of inquiry to examine, analyze and create works of art through a hands-on approach to communication, writing, rhetoric and literacies in collaboration with the English department.

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)

2019 - 2020 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 a 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/](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](http://links.asu.edu/VisualizingtheInvisible)).

**Global Degree**

**Career Opportunities**

Career opportunities include fields in which the following are sought: technology commentary, future studies, design fiction, technical writing, creative writing, comparative literature and fields in which collaboration is needed.

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>5.4%</td>
<td>$92,500</td>
</tr>
<tr>
<td>Audio-Visual Technician 🌟</td>
<td>12.9%</td>
<td>$42,190</td>
</tr>
<tr>
<td>Computer Network Analyst</td>
<td>6.5%</td>
<td>$104,650</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>
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</tr>
<tr>
<td>Computer System Architect</td>
<td>9.3%</td>
<td>$88,510</td>
</tr>
<tr>
<td>Engineering Manager 🌿</td>
<td>5.5%</td>
<td>$137,720</td>
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<tr>
<td>IT Project Manager</td>
<td>9.3%</td>
<td>$88,510</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>
</tbody>
</table>
Contact Information

Schedule an advisor appointment
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digitalculture@asu.edu | 480-965-9438