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.

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 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)

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 must have a minimum cumulative GPA of 2.50 (scale is 4.00 = "A").

Students should refer to [https://changemajor.apps.asu.edu](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 MyPath2ASUTM 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/

Additionally, 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. https://studyabroad.asu.edu/index.cfm?FuseAction=Programs.ViewProgramAngular&id=10007

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><strong>Art Director</strong></td>
<td></td>
<td><strong>$97,270</strong></td>
</tr>
<tr>
<td><strong>Audio-Visual Technician ✪</strong></td>
<td>12.3%</td>
<td><strong>$47,920</strong></td>
</tr>
<tr>
<td><strong>Computer Network Analyst ✪</strong></td>
<td>5.0%</td>
<td><strong>$116,780</strong></td>
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<tr>
<td><strong>Computer Scientist</strong></td>
<td></td>
<td>not available</td>
</tr>
<tr>
<td><strong>Computer Support Specialist ✪</strong></td>
<td>8.0%</td>
<td><strong>$52,690</strong></td>
</tr>
<tr>
<td><strong>Computer Systems Architect ✪</strong></td>
<td>5.7%</td>
<td><strong>$92,870</strong></td>
</tr>
<tr>
<td><strong>Engineering Manager ✦</strong></td>
<td>2.6%</td>
<td><strong>$149,530</strong></td>
</tr>
<tr>
<td><strong>IT Project Manager ✪</strong></td>
<td>5.7%</td>
<td><strong>$92,870</strong></td>
</tr>
<tr>
<td><strong>Software Developer ✪</strong></td>
<td></td>
<td>not available</td>
</tr>
</tbody>
</table>
Bright Outlook ✨ Green Occupation

Contact Information

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