Interested in exploring emerging trends in digital culture in an interdisciplinary format? Intrigued to learn the processes and technologies that make these systems work? The BS program in digital culture provides an enhanced programming core to provide graduates the ability to work in a range of technological or scientific fields.

Program Description

The BS program in digital culture with a concentration in media processing is for students wishing to specialize in media processing aspects of new media.

This program teaches students to understand the transformative role of digital technology in cultural practice, society and day-to-day life, emphasizing the strongest emerging trends in cultural media: systems and processes that integrate digital technology with the everyday physical human experience. Students in the Bachelor of Science program complement the knowledge acquired through digital culture coursework with a more advanced understanding of the programming, data structures, signals processing and system architecture aspects of new media.

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
Admission Requirements

General University Admission Requirements:

All students are required to meet general university admission requirements.

Change of Major Requirements

Students must have a GPA of 3.00 to transfer into the digital culture program.

Students should refer to [https://changingmajors.asu.edu/request](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](https://admission.asu.edu/transfer/pathway-programs).

Global Opportunities

Global Experience

Study abroad programs allow digital culture students to think critically about how computation impacts lives and how culture makes a difference in how people experience computational media, critical skills in this dynamic age. 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).

Career Opportunities

Career opportunities include positions in the following fields: graphic design, design, audio, visual media, computer science, technology, technical writing, creative writing and comparative literature.

Digital Culture alumni have obtained careers as: graphic designers, 3D modelers, special effects artists, visual media artists, programmers, engineers and software specialists with Apple, Microsoft, CISCO, Industrial Light and Sound, PIXAR, and other techno-centric companies.

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>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>IT Project Manager</td>
<td>9.3%</td>
<td>$88,510</td>
</tr>
<tr>
<td>Performance Artist</td>
<td>5.5%</td>
<td>$63,540</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>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).

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