Program Description

The BA 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; to breathe behavior into media, objects or systems by programming; and to 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 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 - Graphic Information Technology Concentration

This digital culture program in graphic information technology is offered in partnership with the Ira A. Fulton Schools of Engineering. Students complement their knowledge of new media with technology and new media entrepreneurship skills, knowledge of legal and ethical issues for technology, and additional skills in graphic communication, digital illustration and design methodology.

Students should be advised that while most requirements can be completed at the Tempe campus, courses specific to this concentration take place on the Polytechnic campus.

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://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

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/

The School of Arts, Media and Engineering offers a summer study abroad to the Netherlands. Interested parties (regardless of major) should explore the program on the study abroad site: https://studyabroad.asu.edu/index.cfm?FuseAction=Programs.ViewProgram&Program_ID=10007.

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 sociotechnical 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 who are interested in continuing their higher education are well prepared to apply for admission to the top transdisciplinary 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:

- 3D modeling and fabrication
- audio and video
- engineering
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>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 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>Geographic Information Systems Technician (GIS Technician)</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>Production Assistant</td>
<td>9.9%</td>
<td>$47,900</td>
</tr>
<tr>
<td>Sound Recording Engineer</td>
<td>6.3%</td>
<td>$55,810</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

Schedule an advisor appointment
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