

# Bachelor of Science in Digital Media Arts

## Program Overview

Digital Media Arts is an interdisciplinary major at the intersection of art and media studies. Digital Media Arts students create and interpret messages that are part of our increasingly interconnected world and gain experience with the tools of that world. Students use audio, video, photography, graphics, digital platforms, and text in ways that prepare them for careers in graphic design, multimedia art, video and digital editing, web app development and social media. Students who also pursue the Public Relations minor will be well-prepared for careers in public relations.

Digital Media Arts is concerned with the combinations of images, sounds, and words that fill our digital devices and lives, and how we can create digital content that meets our professional, civic, and entertainment needs. Digital Media Arts students create and refine a portfolio of artifacts—images, videos, websites, and apps—that they can show potential employers. They also showcase some of their work on Spartan Stream, Manchester University’s streaming and podcasting service.

## Degree Requirements

To earn this degree, students must have a GPA of 2.0 or higher in the Major as well as an overall GPA of 2.0, complete a minimum of 120 credit hours, and fulfill the course requirements of the program listed below.

\*This is a sample plan; specific courses may vary from year to year. Academic advisors will work with each student to develop their individual schedule.

Major-Specific Required Courses		CREDITS
✓	ART 131 <sup>^</sup> Basic Design	3
	ART 221 <sup>^</sup> Digital Photography	3
	ART 261 <sup>^</sup> Graphic Design Concepts & Vectors	3
	COMM 130 Media Literacy	3
	COMM 230 Applied Theories of Communication	3
	COMM 232 Digital Storytelling I	3
	COMM 256 Intercultural Communication	3
	COMM 432 Digital Storytelling II	3
	COMM 4xx Applied Strategic Communication	3
	<b>Choose 1 of the following:</b>	<b>CREDITS</b>
	COMM235 <sup>^</sup> Community Podcasting	3
	COMM 364 <sup>^</sup> Producing for the Internet	3
	<b>Choose 3 of the following:</b>	<b>CREDITS</b>
	ART213 <sup>^</sup> Figure Drawing	3
	ART263 Graphic Design Layout & Typography	3
	BUS 111 Foundations of Business	3
	BUS 306 Digital Marketing	3
	CPTR117 Modbile App Development	3
	COMM234 Introduction to Social Media	3
	COMM235 <sup>^</sup> Community Podcasting	3
	COMM260 Introduction to Public Relations	3
	COMM336 <sup>^</sup> Video Games & Virtual Identities	3
	COMM 337 Sports Media	3
	ENG363 Topics in Creative Writing	3
	MUS141 Recording Techniques	3

**Total Program Credits: 120+**

MAJOR	*Options
CORE	<sup>^</sup> CORE equivalent
ELECTIVE/MINOR	
EXPERIENTIAL	

CORE		CREDITS
✓	Foundation	
	LA-FWS First-Year Writing Seminar	3
	LA-FCS First-Year Communication Seminar	3
	LA-FQR Quantitative Reasoning	3-4
	LA-FSS First Year Success Seminar	1
	LA-FCG Cultural and Global Understanding	3-5
	Exploration	
	LA-EAH Arts and Humanities	3
	LA-ENS Natural Sciences	3-6
	LA-ESS Social Sciences	3-4
	Transformation	
	LA-TFR Faith, Reason, and Ethics	3
	LA-TBI Big Issues - 2 courses	6-7
	LA-TCE Creative Expression	1-3
	<b>Additional credits to bring total to 120+ credits</b>	<b>CREDITS</b>
✓	Electives	
	Experiential Learning	

Example Course Sequence:

The following is a sample of a semester-by-semester approach to completing this program in 4 years.

YEAR 1			
FIRST SEMESTER			
COURSE		CREDITS	PREREQUISITES
ART 131^	Basic Design	3	
COMM 130	Media Literacy	3	Fall
LA-FWS	First-Year Writing Seminar	3	
LA-FSS	First Year Success Seminar	1	
LA-FCS	First-Year Communication Seminar	3	
JAN TERM			
COURSE		CREDITS	
ELECTIVE/MINOR		3	
SECOND SEMESTER			
COURSE		CREDITS	
ART 261^	Graphic Design Concepts & Vectors	3	
COMM235^	Community Podcasting	3	
LA-FQR	Quantitative Reasoning	3	
LA-TFR	Faith, Reason, and Ethics	3	
EXPERIENTIAL		3	
		31	

YEAR 2			
THIRD SEMESTER			
COURSE		CREDITS	PREREQUISITES
COMM 232	Digital Storytelling I	3	
LA-ESS	Social Sciences	3	
LA-ENS	Natural Sciences	3	
ELECTIVE/MINOR		3	
EXPERIENTIAL		3	
JAN TERM			
COURSE		CREDITS	
EXPERIENTIAL			
FOURTH SEMESTER			
COURSE		CREDITS	
ART 221^	Digital Photography	3	
COMM336^*	Video Games & Virtual Identities	3	
LA-EAH	Arts and Humanities	3	
ELECTIVE/MINOR		3	
EXPERIENTIAL		3	
		30	

4-Year Sample Schedule Cont.

YEAR 3			
FIFTH SEMESTER			
COURSE		CREDITS	PREREQUISITES
COMM 230	Applied Theories of Communication	3	Fall
COMM 256	Intercultural Communication	3	Fall
ELECTIVE/MINOR		3	
EXPERIENTIAL		3	
JAN TERM			
COURSE		CREDITS	
EXPERIENTIAL		3	
SIXTH SEMESTER			
COURSE		CREDITS	
COMM 364	Producing for the Internet	3	
CPTR117*	Modbile App Development	3	
LA-FCG	Cultural and Global Understanding	3	
ELECTIVE/MINOR		3	
EXPERIENTIAL		3	
		30	

YEAR 4			
SEVENTH SEMESTER			
COURSE		CREDITS	PREREQUISITES
COMM 4xx	Applied Strategic Communication	3	
LA-TBI	Big Issues	3	
ELECTIVE/MINOR		3	
EXPERIENTIAL		3	
JAN TERM			
COURSE		CREDITS	
EXPERIENTIAL		3	
EIGHTH SEMESTER			
COURSE		CREDITS	
COMM 432	Digital Storytelling II	3	COMM 232
ELECTIVE/MINOR		3	
ELECTIVE/MINOR		3	
EXPERIENTIAL		5	
		29	
	TOTAL CREDITS	120	