# DIGITAL MEDIA ARTS: B.A., B.S.

*This program is available starting Spring 2024.*

The Bachelor of Arts (B.A.) and the Bachelor of Science (B.S.) in Digital Media Arts are designed for students pursuing careers in the digital media arts and design-related fields.

The B.A./B.S. in Digital Media Arts includes a set of required courses that all students must take, along with SUNY General Education and other academic requirements (http://catalog.esc.edu/undergraduate/earning-undergraduate-degree/), in order to be eligible to receive a degree.#The required courses for programs in Digital Media Arts can be found on the "Program Details" tab. Students should speak with their mentor to see if any credit earned through individualized Prior Learning Assessment (iPLA) (https://www.sunyempire.edu/degree-planning-academic-review/prior-learning-assessment/individualized-prior-learning-assessment/) or Professional Learning Evaluation (PLE) (http://catalog.esc.edu/undergraduate/transfer-credit/ple/) might fulfill these course requirements. Courses are offered online, through independent studies, or through a blended approach.

This flexible program of study integrates both theory and practice into the design and development of digital media art. Students will critically evaluate digital media content and examine the ethical considerations of creating and designing with digital technologies. They will explore the historical, cultural, political, and societal contexts of digital media art and design. This program prepares students to be individual and collaborative producers of digital media with digital images, digital stories, graphic design, information design, web design, multimedia production, media art, animation, and digital art. The program culminates in a digital media capstone experience based on individual student interests and prepares learners to produce a substantial digital media project and/or digital portfolio. Students who complete the B.A. or B.S. in Digital Media Arts will pursue career paths in fields that require the effective evaluation, production, and design of digital media content with emerging technologies. Graduates from this program will pursue careers such as graphic designers, media writers, visual artists, photographers, information designers, art directors, animators, filmmakers, digital storytellers, game developers, and web designers.

For more information about general undergraduate degree requirements, please visit Earning an Undergraduate Degree (http://catalog.esc.edu/undergraduate/earning-undergraduate-degree/).

| Code | Title | Credits |
|------|-------|---------|
| **Lower Level Core Courses** | | |
| ARTS 1140 | Media and Visual Literacy | 4 |
| ARTS 1065 | Introduction to Drawing | 4 |
| ARTS 2035 | Diversity in the United States Arts | 4 |
| COMM 2010 | Writing for Digital Media | 4 |
| DIGA 1010 | Digital Art & Design: Introductory | 4 |
| INFT 1005 | Introduction to Web Publishing | 4 |
| or PHOT 2010 | The Photographic Vision | |
| **Advanced Level Core Courses** | | |
| ARTS 3025 | Advanced Drawing | 4 |
| or ARTS 3135 | Illustration | |
| DIGA 3035 | Digital Art & Design: Advanced | 4 |
| DIGA 3036 | Ethics of Digital Art & Design | 4 |
| DIGA 3040 | Digital Storytelling | 4 |
| DIGA 3050 | Information Design | 4 |
| DIGA 3065 | Digital Media Arts | 4 |
| DIGA 4015 | History & Theory of New Media | 4 |
| DIGA 4999 | Capstone in Digital Media Arts | 4 |
| Two Advanced Level Electives | | 8 |
| **Total Credits** | | **64** |

## ADVANCED LEVEL ELECTIVES

Students will be asked to complete two additional advanced level courses chosen from the list below in consultation with a faculty mentor.

| Code | Title | Credits |
|------|-------|---------|
| ARTS 3035 | Advanced Graphic Design | 4 |
| ARTS 3075 | Arts Management | 4 |
| DIGA 3015 | Advanced Digital Photography | 4 |
| DIGA 3025 | Advanced Web Design | 4 |
| DIGA 3045 | Game Design & Development | 4 |
| DIGA 3080 | Digital Painting | 4 |

Students completing a Digital Media Arts degree will be able to:

- Analyze the artistic theory of digital media in relation to art practice.
- Discuss the historical, cultural, political, and societal contexts for digital media arts.
- Apply the ethical considerations of digital media arts.
- Evaluate digital media content for authenticity and reliability.
- Describe the artistic practice of digital media art and artists.
- Design with an understanding of diversity, equity, and inclusion.
- Produce individual and collaborative digital media art and design projects.