



Bachelor of Arts in
DIGITAL MEDIA
WEB & SOCIAL PLATFORMS

The digital media B.A. with a track in *web & social platforms* allows students to integrate art, technology, and story telling to develop networked transmedia experiences. This program reflects the needs of Web 2.0 and beyond, preparing students to take design roles at a range of web-centric companies or work as independent developers and consultants. Students learn to develop for social media, tell compelling stories and create engaging interactive experiences. Students will also learn to create web development languages and practice, use professional development workflow & tools and create mobile development using web technologies.

SKILLS

- Scripting
- User Experience
- Web Development
- Spreadable Media

COURSE WORK

Requirements

Students must earn at least a “C” (2.0) in each required course, except DIG 2000 which requires a “B” (3.0) or better.

Fundamental Core Courses (Required)

MAC 1105C	College Algebra
CGS 2100C	Comp Fundamentals for Business
ARH 2050	History of Western Art I
DIG 2000	Intro to Digital Media
DIG 2030	Digital Video Fund
DIG 2109	Digital Imaging Fund
DIG 2500	Fund of Interactive Design

Choose 2:

ART 2201C	Design Fund 2D
ART 2203C	Design Fund 3D
ART 2300C	Drawing Fund I
ART 2301C	Drawing Fund II
DIG 2783	Fund of Game Art

Advanced Courses (Required)

DIG 3024	Digital Cultures and Narrative
DIG 3134	Server-Side Scripting
DIG 3525	Digital Media Production I
DIG 3716C	Client-Side Scripting
DIG 3811	User-Centered Design
DIG 3146	Social Platforms
DIG 3174C	Front-End Web Design
DIG 3175	Design for Accessibility and Engagement
DIG 4503	Rapid Application Web Development
DIG 4630C	Creative Industries
DIG 4639C	Mobile Development

Capstone Courses (Required)

DIG 4104C	Web Design Workshop I
DIG 4172C	Web Design Workshop II

RESTRICTED ELECTIVES

12 additional hrs of 3000 or 4000 level courses from **ART, ARH, FIL, GRA, DIG, PGY** or any 3000/4000 level course approved by the school not already used in the major.

JOBS

- User Center Designer
- Interaction Designer
- Instructional Designer
- Social Media Designer
- Web-related Marketing
- Creating Mobil Apps
- Web Services
- Web Analyst
- Content Specialist
- UI/UX Designer
- Web Developers
- Interface Designer

EQUIPMENT FEE

Part-time Student: \$16.50 per term
 Full-Time Student: \$33 per term



**Nicholson School of
 Communication and Media**

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