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