Program Coordinator: J. Strickland

The Digital Media Art & Design (DMAD) degree prepares students to enter the quickly expanding field of digital media. The degree focuses specifically on how visual media such as digital photography, videography, and graphic design are used to promote ideas in the contemporary world of visual language and media communication. Understanding both the technical and the conceptual processes to produce captivating and affective imagery allows students to enter the job market through a variety of positions according to the strengths of the individual.

The Digital Media Art & Design program features three viable tracks that are each specifically geared to a career in digital media. They are Photography, Video, and Graphic Design. Through a uniquely designed progression of courses students become fluent in both conceptual visual language and efficient technical practices, which build the foundation necessary to compete in an industry that is continually evolving.

The DMAD student is one that must be self-motivated and goal oriented. The world of visual language is open to interpretation and the DMAD student will step into the role of creator and interpreter. He/she has to be open to critical feedback as a necessary tool for growth and success.

The inclusion of two business courses designed specifically for the visual artist is just one particularly unique factor in the Digital Media Art & Design program. These courses will equip students with the knowledge and confidence necessary to become a valuable team member for an existing firm or to strike out on an innovative business venture of their own. The combination of business acumen, conceptual insight, and technical ability are what will set the DMAD student apart in the digital media marketplace.

DMAD Major Requirements

PHOT 2010  
Digital Photography I ................................................................. 4 s.h.

PHOT 3010  
Lighting I..................................................................................... 4 s.h.

PHOT 2500  
Advanced Digital Imaging ......................................................... 4 s.h.

PHOT 2900  
Project Lab I............................................................................. 2 s.h.
DMAD 3200  
Imagery in Society ............................................................. 4 s.h.
DMAD 3210  
Contemporary Media Studies.................................................. 4 s.h.
DMAD 3220  
Visual Rhetoric for the Digital Media Artist............................. 4 s.h.
PHOT 3900  
Project Lab II............................................................................ 2 s.h.
DMAD 4020  
Web Portfolio ........................................................................... 4 s.h.
DMAD 3640  
Managing the Digital Media Firm.............................................. 4 s.h.
DMAD 3650  
Entrepreneurship for the Digital Media Professional..................... 4 s.h.
PHOT 4900  
Project Lab III ................................................................. 2 s.h.
DMAD 4990  
Comprehensive Assessment...................................................... 0 s.h.

Specialization Requirements
To complete the DMAD degree, students will be required to choose a two-course specialization.

Photography
DMAD 3020  
Digital Photography II ............................................................ 4 s.h.
DMAD 3030  
Advanced Lighting .................................................................. 4 s.h.

Graphic Design
DMAD 3410  
Graphic Design I ..................................................................... 4 s.h.
DMAD 3420  
Graphic Design II .................................................................... 4 s.h.

Video
DMAD 3520  
Video I .................................................................................. 4 s.h.
DMAD 3530  
Video II .................................................................................. 4 s.h.

Summary of Total Credits
Core Curriculum ........................................................................... 42 s.h.
Major Requirements ..................................................................... 50 s.h.
Electives/Minor/2nd Major............................................................ 32 s.h.
Minimum to Earn Bachelor of Arts ............................................ 124 s.h.