Program Coordinator: J. Strickland

The Bachelor of Arts degree in Digital Media Art & Design (DMAD) 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 DMAD program features three specializations that are each specifically geared to a vocation in digital media: 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 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 or 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 one unique factor in the Digital Media Art & Design program. These courses 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 set the DMAD student apart in the digital media marketplace.

Technology Requirements
Students pursuing a major or minor in DMAD are required to have an Apple computer with the current version of Microsoft Office and Adobe Creative Cloud; a DSLR camera with video capabilities and full manual controls; and a portable external hard drive.

Student Learning Outcomes
The Digital Media Art & Design program fully supports the Mission and Vision of King University. The curriculum and experiences provided in the DMAD program will give the King graduate the skills necessary to enter into a purposeful career and to build a meaningful life of achievement. The knowledge gained will ready the DMAD graduate to transform culture in Christ through intentional visual language.

1. Conceptual: Students will create visually compelling imagery through self-exploration of the successful image making process. They will articulate personal vision, critical thinking, and evaluation. Students will be expected to recognize and
place themselves within a historical and cultural context and be able to justify aesthetic decision making in their own work.

2. Digital: Students will identify and employ techniques in editing, post-production, image manipulation, digital illustration, and design to create successful imagery using the latest industry standard software.

3. Technical: Students will demonstrate a comprehensive understanding of technical practices with the equipment of their concentration including camera type and format, lighting equipment, audio capture devices, and illustration tools.

4. Business: Students will recognize, conceptualize, formulate and apply sound business principles of management, marketing, and accounting. They will demonstrate self-motivation and ethical practices while building business models that will facilitate entry into a desired market. Students will present and conduct themselves professionally. They will analyze and evaluate markets to gain an understanding of viable career paths and industry expectations.

Comprehensive Assessment in DMAD
All candidates for a degree from King are required to demonstrate competency in their major field. The comprehensive assessment in the DMAD program consists of a capstone project that is proposed and executed by the student. The student must hold an exhibition of their work and make a minimum of a C- on their comprehensive assessment.

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.
DMAD 2900 
   Project Lab I .................................................................. 4 s.h.
DMAD 3200 
   Imagery in Society ......................................................... 4 s.h.
DMAD 3210 
   Contemporary Media Studies ...................................... 4 s.h.
DMAD 3220 
   Visual Rhetoric for Digital Media Artists ...................... 4 s.h.
DMAD 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.
DMAD 4900 
   Project Lab III ............................................................. 2 s.h.
DMAD 4990 
   Comprehensive Assessment ........................................... 0 s.h.
Specialization Requirements
To complete the DMAD degree, students are 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.