Digital Culture, BA

Do you want to engage with exciting, innovative technology and media while using practices of humanities and global thinking? Whether you enjoy crafting technology from scratch or designing new ways to imagine technological futures, you can create, develop and engage the technological world around you as a student in this program.

Program Description

The BA program in digital culture equips students with the technical skills to create computational media and the cultural skills to know when or why to apply them.

Students learn to create computational media, which is computation combined with objects, sound, video, time, space, culture and bodies; breathe behavior into media, objects or systems by programming; and think critically about how computation impacts lives and how culture makes a difference in how people experience computational media, a critical skill in this dynamic age.

This program is also offered as an accelerated degree with an MA in creative enterprise and cultural leadership. More information can be found on the Creative Enterprise and Cultural Leadership website: https://herbergerinstitute.asu.edu/degree-programs/creative-enterprise-and-cultural-leadership/about?dept=1.

The School of Arts, Media and Engineering educates the next generation of learners and empowers them with technofluency --- its development, application, and implications. The School of Arts, Media and Engineering prepares students to be socially aware, critically thinking global citizens who strive to bring about positive change in a society that will be increasingly shaped by new technologies.

At a Glance
• **College/School:** Herberger Institute for Design and the Arts  
• **Location:** Tempe or Online, ASU Local  
• **Additional Program Fee:** Yes  
• **Second Language Requirement:** No  
• **First Required Math Course:** MAT 117 - College Algebra  
• **Math Intensity:** Moderate

**Required Courses (Major Map)**

- **2022 - 2023 Major Map (On-campus)**  
- **2022 - 2023 Major Map (Online)**  
- **Major Map (Archives)**

**Concurrent Program Options**

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

**Accelerated Program Options**

This program allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's and master's degree with:

- Creative Enterprise and Cultural Leadership, MA

Acceptance to the graduate program requires a separate application. During their junior year, eligible students are advised by their academic departments to apply.

**Admission Requirements**

**General University Admission Requirements:**  
All students are required to meet general university admission requirements.

- First-year  
- Transfer  
- International  
- Readmission

**Change of Major Requirements**

An ASU student who would like to change majors to one offered by the Herberger Institute for Design and the Arts or one of its programs must have a minimum cumulative GPA of 2.50 (scale is 4.00 = "A").

Students should refer to [https://changemajor.apps.asu.edu](https://changemajor.apps.asu.edu) for information about how to change a major to this program.
Attend Online

ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program description and request more information here.

ASU Local

It is now possible to earn an ASU degree with ASU Local, an integrated college experience in which students take advantage of in-person success coaching and programming experiences on site while completing one of 130+ undergraduate online degree programs, all of which come with online faculty interaction and tutoring support. Those interested may learn more about ASU Local here.

Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASUTM to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/MyPath2ASU.

Global Opportunities

Global Experience

Exploring programs around the globe furthers students' ability to apply their studies to a global spectrum. With over 250 programs in more than 65 countries (programs vary in length, from one week to one year), study abroad is possible for all ASU students wishing to gain global skills and knowledge in preparation for a 21st century career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs. https://goglobal.asu.edu/

Career Opportunities

Armed with skills and sound judgment, graduates work in cultural communication, marketing, design, social media, health, education, entertainment and creative arts, and all areas in which culture is shaped by technology and computational media. All know techniques to change the world through communication using contemporary computational media, a vital power in the 21st century. Some graduates go on to invent fresh techniques.
Career opportunities include the following fields:

- audio
- comparative literature
- computing
- creative writing
- technical writing
- technology
- visual media

Digital culture alumni have obtained careers as:

- 3D modelers
- designers
- engineers
- graphic designers
- programmers
- software specialists
- special effects artists
- visual media artists

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio-Visual Technician</td>
<td>12.3%</td>
<td>$47,920</td>
</tr>
<tr>
<td>Computer Programmer</td>
<td></td>
<td>$89,190</td>
</tr>
<tr>
<td>Computer Scientist</td>
<td>15.4%</td>
<td>$126,830</td>
</tr>
<tr>
<td>Computer Support Specialist</td>
<td>8.0%</td>
<td>$52,690</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td></td>
<td>$53,380</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>8.1%</td>
<td>$49,730</td>
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<tr>
<td>Software Developer</td>
<td></td>
<td>not available</td>
</tr>
<tr>
<td>Sound Recording Engineer</td>
<td>6.0%</td>
<td>$53,520</td>
</tr>
<tr>
<td>Video Game Designer</td>
<td></td>
<td>not available</td>
</tr>
</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

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Contact Information