

Media Arts and Sciences, BA

HIDGCBA

Digital media has revolutionized how we live, learn, create and communicate. Learn how to use, misuse, and reimagine digital technology, computational systems and interactive media. You'll learn not just the how of tech, but also the why, using your artistic vision and a human-centric perspective to shape a vibrant digital future.


Program description

The School of Arts, Media and Engineering educates the next generation of learners and empowers them with technofluency --- its development, application and implications.

The BA program in media arts and sciences offers students technical skills to develop computational media, and cultural skills to apply them meaningfully. Students immerse themselves in hands-on projects, explore the intertwined evolution of culture, society and tech, and create computational media systems with sound, video, objects, space and immersive media. This fusion of arts, humanities and engineering foundations allows students not only to craft innovative digital media but also to think critically about how technology and society are coproductive. The program's overarching goal is to develop socially conscious global citizens, ready to navigate and shape a more connected and creative digital world.

This program is also offered as an accelerated degree with the MA in creative enterprise and cultural leadership. More information can be found on the [Creative Enterprise and Cultural Leadership website](#).

At a glance

- **College/School:** [Herberger Institute for Design and the Arts](#)
- **Location:** [Tempe](#) or [Online](#), [ASU Local](#)
- **Second language requirement:** No
- **First required math course:** MAT 117 - College Algebra
- **Math intensity:** Moderate 

Required courses (Major Map)

[2024 - 2025 Major Map \(on-campus\)](#)

[2024 - 2025 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 plus master's degree](#) with:

[Creative Enterprise and Cultural Leadership, MA](#)

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program. Interested students can learn about eligibility requirements and [how to apply](#).

Admission requirements

General university admission requirements:

All students are required to meet general university admission requirements.

[First-year](#) | [Transfer](#) | [International](#) | [Readmission](#)

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

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 visit the [Change of Major form](#) 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's ASU Online page](#) for program descriptions and to request more information.

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.

Transfer options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use [MyPath2ASU®](#) 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.

Global opportunities

Global experience

Exploring programs around the globe furthers students' ability to apply their studies to a global spectrum. With more than 300 [Global Education program opportunities](#) available to them, media arts and sciences students are able to tailor their experience to their unique interests and skill sets. Whether in a foreign country, in the U.S. or online, students build communication skills, learn to adapt and persevere, and are exposed to research and internships across the world, increasing their professional network.

The Herberger Institute for Design and the Arts recommends [these programs](#) for students majoring in media arts and sciences.

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. They know techniques to change the world through communication using contemporary computational media, a vital power in today's world. 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

Media arts and sciences alumni have obtained careers as:

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

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
<u>Audio-Visual Technician</u> 	4.7%	\$50,660
<u>Computer Programmer</u>		\$97,800
<u>Computer Scientist</u> 	22.7%	\$136,620
<u>Computer Support Specialist</u> 	5.0%	\$57,890
<u>Graphic Designer</u>	3.3%	\$57,990
<u>Production Assistant</u>	4.3%	\$65,000
<u>Software Developer</u> 	25.7%	\$127,260
<u>Sound Recording Engineer</u>		\$60,670
<u>Video Game Designer</u> 	15.2%	\$83,240

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

 Bright Outlook

Contact information

