This program's name has changed effective Fall 2023. The previous name was Digital Culture (English).

Do you wish you could immerse yourself in exciting, innovative technologies 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.

**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 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.

The BA program in media arts and sciences equips students with the knowledge, abilities and technical skills they need for creating computational media.

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.

The media arts and sciences program with a concentration in English is designed for students who wish to explore the historical, scientific and theoretical intersections of art, media and technology. Sharing of stories and media through electronic communities, participatory art-making and creativity forums on the web, gaming, digital movies and effects, mediated public spaces and electronic design are only a few of the new activities that are defining and evolving culture. Students in the concentration assist in the establishment, evolution and proliferation of such culture at the state, national and international level. Students use tools of inquiry to examine, analyze and create works of art through a hands-on approach to communication, writing, rhetoric and literacies in collaboration with the English department.
At a Glance

- **College/School:** Herberger Institute for Design and the Arts
- **Location:** Tempe
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 117 - College Algebra
- **Math Intensity:** Moderate

Required Courses (Major Map)

2023 - 2024 Major Map
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.

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 college, 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 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.
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 over 300 programs in more than 65 countries (programs vary in length, from one week to one year), study abroad is possible for all ASU students who wish to acquire a global perspective and knowledge in preparation for a future-focused career. Students earn ASU credit for completed courses, while staying on track for graduation, and may apply financial aid and scholarships toward program costs.

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. All 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 fields in which the following are sought: technology commentary, future studies, design fiction, technical writing, creative writing, comparative literature and fields in which collaboration is needed.

Career example titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience, geographical location, and required advanced degrees or certifications may affect pay scales.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Director</td>
<td>6.1%</td>
<td>$105,180</td>
</tr>
</tbody>
</table>
Audio-Visual Technician 4.7% $50,660
Computer Network Analyst 3.5% $126,900
Computer Scientist 22.7% $136,620
Computer Support Specialist 5.0% $57,890
Computer Systems Architect 9.7% $98,740
Engineering Manager 4.1% $159,920
IT Project Manager 9.7% $98,740
Software Developer 25.7% $127,260

* 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

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