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

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 will 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 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 they learn to 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.

Armed with skills and reasoned 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 students gain techniques to change the world and communicate using contemporary computational media, a vital power in today's world. Some go on to invent fresh techniques.

**Media Arts and Sciences -- Film concentration**

The media arts and sciences program with a concentration in film is for students wishing to integrate digital aspects of film into new media. Students complement their knowledge of media arts and sciences with discipline-specific courses in the Sidney Poitier New American Film School that focus on the
foundations of filmmaking practices, historical and theoretical aspects of film, knowledge of the film industry and hands-on knowledge of digital processes in filmmaking.

**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 wishing to gain 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

Graduates of the media arts and sciences program have a wide array of career opportunities in new media, involving the fields of:

- communications (CISCO, Google, Facebook)
- computing (Apple, Microsoft)
- gaming and entertainment (Industrial Light and Magic, Electronic Arts, Pixar)
- media arts (engineering multimedia shows, video and sound production)

The media arts and sciences curriculum also prepares students for roles in the development of modern media systems that address complex sociotechnical problems, such as:

- diagnostic, monitoring and assistive cyber-physical tools and systems that can be used by health care providers
- new systems for collaborative, participatory content creation and sharing
• social networking and reflection tools for promoting sustainability
• systems for interactive, adaptive learning and computational assessment in educational organizations

Graduates of the program who are interested in continuing their higher education are well prepared to apply for admission to the top interdisciplinary new media programs in the nation, including the graduate programs through the ASU School of Arts, Media and Engineering.

Media arts and sciences alumni have received job opportunities in:

• audio and video
• engineering
• graphic design
• illustration
• iOS development
• journalism
• programming
• software engineering
• special effects
• 3D modeling and fabrication
• visual media

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>Audio-Visual Technician ⭐</td>
<td>4.7%</td>
<td>$50,660</td>
</tr>
<tr>
<td>Computer Network Analyst</td>
<td>3.5%</td>
<td>$126,900</td>
</tr>
<tr>
<td>Computer Scientist ⭐</td>
<td>22.7%</td>
<td>$136,620</td>
</tr>
<tr>
<td>Corporate Web Developer ⭐</td>
<td>9.7%</td>
<td>$98,740</td>
</tr>
<tr>
<td>Executive Producer ⭐</td>
<td>6.7%</td>
<td>$85,320</td>
</tr>
<tr>
<td>IT Project Manager ⭐</td>
<td>9.7%</td>
<td>$98,740</td>
</tr>
<tr>
<td>Performance Artist</td>
<td>3.4%</td>
<td>$69,760</td>
</tr>
<tr>
<td>Production Assistant</td>
<td>4.3%</td>
<td>$65,000</td>
</tr>
<tr>
<td>Video Game Designer ⭐</td>
<td>15.2%</td>
<td>$83,240</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