

Digital Culture (Media Processing), BA

HIDGCMPPBA

ASU is no longer accepting new students to this program. Students interested in a media processing concentration should apply to the [BS in media arts and sciences \(media processing\)](#).

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, and to breathe behavior into media, objects or systems by programming; they also 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.

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. 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.

This digital culture program with a concentration in media processing is offered in partnership with the Ira A. Fulton Schools of Engineering. The program is designed for students who desire to specialize in media processing aspects of new media. Students complement their knowledge with a more advanced understanding of programming, data structures, signals processing and system architecture aspects of new media.

At a glance

- **College/School:** [Herberger Institute for Design and the Arts](#)
- **Location:** [Tempe](#)

- **Second language requirement:** No
- **First required math course:** MAT 210 - Brief Calculus
- **Math intensity:** Moderate 

Required courses (Major Map)

[2018 - 2019 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 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

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

With more than 300 [Global Education program opportunities](#) available to them, digital culture 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.

Career opportunities

Graduates of the digital culture 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 & Magic, Electronic Arts, Pixar)
- media arts (engineering multimedia shows, video and sound production)

The digital culture 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 healthcare 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 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 School of Arts, Media and Engineering at ASU.

Digital culture 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

Contact information

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