

Media Arts and Sciences (Graphic Information Technology), BA

HIDGCTEBA

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 who are ready to navigate and shape a more connected and creative digital world.

Media Arts and Sciences -- Graphic Information Technology concentration

This concentration is offered in partnership with the Ira A. Fulton Schools of Engineering. Students complement their knowledge of media arts and sciences with discipline-specific courses in the graphic information technology program, covering entrepreneurship, knowledge of legal and ethical issues for technology, and skills in graphic communication, digital illustration and design methodology.

Students should be advised that while most requirements can be completed at the Tempe campus, courses specific to this concentration take place on the Polytechnic campus.

At a glance

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

Required courses (Major Map)

[2024 - 2025 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

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 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. 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.

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 & 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 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 transdisciplinary new media programs in the nation, including the graduate programs through the School of Arts, Media and Engineering at ASU.

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

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>Animator</u> ☀	8.2%	\$98,950
<u>Computer Network Analyst</u>	3.5%	\$126,900
<u>Computer Scientist</u> ☀	22.7%	\$136,620
<u>Corporate Web Developer</u> ☀	9.7%	\$98,740
<u>Geographic Information Systems Technician (GIS Technician)</u> ☀	9.7%	\$98,740
<u>IT Project Manager</u> ☀	9.7%	\$98,740
<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).

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Contact information

