

# Department of Digital Media Arts

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The Digital Media Arts program is actively shaping innovative designers by blending traditional artistic practices with advanced digital technologies, focusing on graphic design, interactive media, game design, and animation. Through hands-on experiences and collaboration, students majoring in Digital Media Arts are empowered to integrate design theory and research and cultivate creativity and technical expertise, preparing them to lead in the evolving art and digital media fields.

Students can apply to the University using the State of Texas Common Application for Freshman Admission available at [www.pvamu.edu](http://www.pvamu.edu). Admission information can be found by visiting <https://www.pvamu.edu/admissions/how-to-apply-for-admission/>.

## Degree and Courses

The Digital Media Arts degree emphasizes:

1. Increasing the ability to create and develop visual responses to communication problems;
2. Increasing the ability to solve communication problems using the design thinking process and beta testing implementation; and
3. Increasing the understanding of and ability to utilize tools and technology. The lower-division coursework, Creative Thinking, Sign + Symbols, Fundamentals of Digital Imaging, and Fundamentals of Interactive Media, introduce content associated with developing problem-solving strategies and honing technical proficiency. The upper-division coursework focuses on advanced training in technology, branding, graphic design, motion graphics, interactive media, game design, animation, and advanced project/concept development.

## Career Opportunities

### Question:

How will a degree in Digital Media Arts help me to be a successful designer?

### Answer:

Becoming a successful designer is more than just mastering software. Designers must study the history, theory, and traditions of the industry. Design requires excellent communication and basic math skills in addition to creativity. For every aspect of your design, you should be able to explain why. With a degree in Digital Media Arts, you will master all the “other” tools that will make you a well-rounded designer.

Professional designers and media artists can work in a range of different design careers and projects including digital design, multimedia design, type design, motion graphics (film title and/or tv graphics), exhibit design, signage design, environmental design, package design, publications systems, educational design, magazine illustration, identity design (branding), information design, design entrepreneur, front-end game development, and animation. Graduates are working in a variety of fields in the industry, and many have chosen to further their education by pursuing advanced degrees in design, animation, and game development.

Students may pursue two minor programs in the Department of Digital Media Arts.

## Art Minor

### ART MINOR

ARTS 1311	Design I (2-Dimensional)	3
ARTS 1316	Drawing I	3
ARTS 1301	Art Appreciation	3
ARTS 2316	Painting	3
Choose two courses from the courses listed below:		6
ARTS 3314	Sculpture I	
ARTS 3317	Watercolor	
ARTS 3319	Printmaking	
ARTS 3351	Crafts Design	
ARTS 4310	Creative Photography I	
ARTS 4313	Printmaking II	
ARTS 4321	Book Arts	

**Total Hours**

**18**

## Digital Media Arts Minor

### ART MINOR

ARTS 1311	Design I (2-Dimensional)	3
DGMA 2317	Fundamentals of Digital Imaging	3

DGMA 2318	Fundamentals of Interactive Media	3
ARTS 2331	Graphic Design History	3
Choose two courses from the courses listed below:		6
ARTS 1312	Design II	
ARTS 1315	Creative Thinking	
ARTS 2336	Sign + Symbol	
ARTS 3319	Printmaking	
ARTS 3351	Crafts Design	
ARTS 4310	Creative Photography I	
DGMA 4323	Design Practice	

**Total Hours****18**

Student organizations play an important role in students' socialization and in helping them develop leadership and service skills. All students are encouraged to become active members of honor societies, clubs, and service organizations.

- AIGA PVAMU, the student group for design

## Art Courses

### **ARTS 1301 Art Appreciation: 3 semester hours.**

An introductory course that emphasizes an understanding and appreciation for the visual arts (painting, drawing, sculpture, architecture, crafts etc.).

### **ARTS 1303 Art History I (Prehistoric to the 14th Century): 3 semester hours.**

A survey of painting, sculpture, architecture and the minor arts from prehistoric times to the 13th century.

### **ARTS 1304 Art History II (14th century to the present): 3 semester hours.**

Art from the 13th Century to contemporary times including Europe, Asia, the Far East and the Americas.

### **ARTS 1311 Design I (2-Dimensional): 3 semester hours.**

Study of the elements and concepts of two-dimensional design.

### **ARTS 1312 Design II: 3 semester hours.**

A continuation of Design I with emphasis on Research and concept development, Form and composition relationships, and Hand-crafted 3-dimensional media experimentation.

Prerequisites: ARTS 1311 or ARTS 1113.

### **ARTS 1315 Creative Thinking: 3 semester hours.**

This course seeks to increase students' understanding of the creative process, to allow students to explore different techniques for developing ideas by studying interdisciplinary examples of creativity and applying them in common professional design situations.

Prerequisites: ARTS 1311 or ARTS 1113.

### **ARTS 1316 Drawing I: 3 semester hours.**

An introductory course investigating a variety of media and techniques.

### **ARTS 2311 Design III: 3 semester hours.**

Exploration of the language of color focusing on color properties and relationships, expressive qualities and symbolic meanings.

Prerequisites: ARTS 1311 or ARTS 1113.

### **ARTS 2316 Painting: 3 semester hours.**

Basic principles and elements of painting.

### **ARTS 2328 African American Art: 3 semester hours.**

A survey of African American art from the post-Civil War to present, linking with the Arts of the African continent.

### **ARTS 2331 Graphic Design History: 3 semester hours.**

Survey and examination of the historical events, technological developments and fine arts movements that have influenced the current state of graphic design.

### **ARTS 2336 Sign + Symbol: 3 semester hours.**

Investigation of images and symbols and their meanings within different contexts and employing various image-making techniques.

Prerequisites: ARTS 1316 or ARTS 1153 and (DGMA 2317 or DGMA 2173).

### **ARTS 2399 Independent Study: 1-3 semester hour.**

Individual studies in studio art.

### **ARTS 3314 Sculpture I: 3 semester hours.**

An exploration of various sculptural approaches in a variety of media, including additive and subtractive techniques.

Prerequisites: ARTS 1113 or ARTS 1311 or ARTS 1153 or ARTS 1316.

**ARTS 3317 Watercolor: 3 semester hours.**

Study and practice in planning and execution of painting in transparent and opaque watercolor.

Prerequisites: ARTS 1311 or ARTS 1113 or ARTS 1153 or ARTS 1316.

**ARTS 3319 Printmaking: 3 semester hours.**

Introduction to basic printmaking techniques, with emphasis on the proper use of tools and equipment.

Prerequisites: ARTS 1311 or ARTS 1113 or ARTS 1153 or ARTS 1316.

**ARTS 3351 Crafts Design: 3 semester hours.**

The study of several crafts including clay, fibers, paper, textiles and plaster.

Prerequisites: ARTS 1311 or ARTS 1113 or ARTS 1316 or ARTS 1153.

**ARTS 3399 Independent Study: 1-3 semester hour.**

Individual studies in studio art.

**ARTS 4310 Creative Photography I: 3 semester hours.**

An introduction to basic photographic processes and techniques used as an art medium.

Prerequisites: ARTS 1311 or ARTS 1113 or ARTS 1316 or ARTS 1153.

**ARTS 4313 Printmaking II: 3 semester hours.**

Exploration of ideas using various printmaking media and techniques. This course builds upon Printmaking I (ARTS 3319) relief fundamentals and introduces additional print processes and combinations of those processes to allow individual expression, with an emphasis in Green Intaglio, Lithography, and Screen Printing.

**ARTS 4321 Book Arts: 3 semester hours.**

This class will involve concepts in printing, binding, papermaking, and interdisciplinary media, and will discuss contemporary theories and approaches in the book arts field. Students learn several bookbinding and hand papermaking methods in order to provide a foundation for the development of concept-driven artists' books that incorporate sculpture, painting, printmaking, photography, encaustic, and graphic design.

**ARTS 4399 Independent Study in Studio Art: 3 semester hours.**

Individual studies in studio art.

## Digital Media Arts Courses

**DGMA 2315 Fundamentals of Digital 3D Modeling: 3 semester hours.**

This course introduces students to the fundamentals of 3D modeling and surfacing. Participants will learn to create digital models using industry-standard software, with a focus on hands-on projects. Assignments are designed to help students develop a portfolio suitable for 3D artist roles in the video game, animation, and visualization industries.

Prerequisites: (ARTS 1312 or ARTS 1123) and (ARTS 1316 or ARTS 1153).

**DGMA 2317 Fundamentals of Digital Imaging: 3 semester hours.**

Introduction to basic image manipulation and vector-based graphic creation with emphasis on technical proficiency, artistic mastery, aesthetic judgment, photographic enhancement and multi-image composition.

Prerequisites: ARTS 1311 or ARTS 1113.

**DGMA 2318 Fundamentals of Interactive Media: 3 semester hours.**

An introduction to the principles of interactive design as it applies to user interface and user experience design, with an emphasis on web and mobile application development, technical proficiency, usability, and aesthetic appeal.

Prerequisites: DGMA 2317 or DGMA 2173.

**DGMA 2399 Independent Study: 1-3 semester hour.**

Individual studies in Digital Media Arts.

**DGMA 3312 Layout I: 3 semester hours.**

Introduction to functionality of basic page design with emphasis on design process, grid hierarchy, and conceptual integration of type and image.

Prerequisites: (ARTS 1311 or ARTS 1113) and (ARTS 1312 or ARTS 1123) and (ARTS 1316 or ARTS 1153) and (ARTS 2311 or ARTS 2353) and (ARTS 2336 or ARTS 2363).

Co-requisites: DGMA 3332, DGMA 3334.

**DGMA 3313 Layout II: 3 semester hours.**

Further development of ability to work conceptually with design problems using multi-page layouts. Topics include concept development, complex sequencing and collateral work.

Prerequisites: DGMA 3312 or DGMA 3123.

Co-requisites: DGMA 3333, DGMA 3335.

**DGMA 3332 Typography I: 3 semester hours.**

Study and exploration into the history of type expressive qualities of letterforms, and visual arrangement of type to support content.

Prerequisites: (ARTS 1311 or ARTS 1113) and (ARTS 1312 (may be taken concurrently) or ARTS 1123 (may be taken concurrently)) and (ARTS 1316 or ARTS 1153) and (ARTS 2311 or ARTS 2353) and (ARTS 2336 or ARTS 2363).

Co-requisites: DGMA 3312, DGMA 3334.

**DGMA 3333 Typography II: 3 semester hours.**

Continuation of Typography I incorporating more advanced and complex problems.

Prerequisites: DGMA 3323 or DGMA 3332.

Co-requisites: DGMA 3313, DGMA 3335.

**DGMA 3334 Branding: 3 semester hours.**

Examination of corporate brand identity development. Topics include logo development, product packaging, marketing collateral, web and social media branding, and broadcast advertising development.

Prerequisites: (ARTS 1311 or ARTS 1113) and (ARTS 1312 or ARTS 1123) and (ARTS 1316 or ARTS 1153) and (ARTS 2311 or ARTS 2353) and (ARTS 2336 or ARTS 2363).

Co-requisites: DGMA 3312, DGMA 3332.

**DGMA 3335 Interactive Media: 3 semester hours.**

Continuation of DGMA 2318 with a focus on scripting desktop applications and visual communication strategies through the design and creation of 2D video games, user-interface, and animation.

Prerequisites: DGMA 2318 or DGMA 2183.

Co-requisites: DGMA 3313, DGMA 3333.

**DGMA 3399 Independent Study: 1-3 semester hour.**

Individual studies in Digital Media Arts.

**DGMA 4314 Problems in Media Arts I: 3 semester hours.**

Examination of visual communication through theoretical studies along with projects combining traditional mediums of art with new and emerging technology.

Prerequisites: DGMA 3313 or DGMA 3133.

Co-requisites: DGMA 4316, DGMA 4318.

**DGMA 4315 Problems in Media Arts II: 3 semester hours.**

Advance examination of visual communication through theoretical studies along with projects combining traditional mediums of art with new and emerging technology.

Prerequisites: DGMA 4314 or DGMA 4143.

Co-requisites: DGMA 4317, DGMA 4321.

**DGMA 4316 Advanced Interactive Media: 3 semester hours.**

Examination of methodologies essential to conceptual design and technical knowledge vital to interactive digital art, design, and visual programming through game engines.

Prerequisites: DGMA 3335 or DGMA 3353.

Co-requisites: DGMA 4314, DGMA 4318.

**DGMA 4317 Social Media Design: 3 semester hours.**

Continuation of DGMA 4316 with an emphasis on applying the principles and practices of social media design to the development of social media campaigns and problems in graphic design.

Prerequisites: DGMA 4316 or DGMA 4163.

Co-requisites: DGMA 4315, DGMA 4321.

**DGMA 4318 Motion Graphics: 3 semester hours.**

Introduction to principles of animation and special effects through graphic storytelling, storyboarding, animatics, screen composition, and compositing.

Prerequisites: DGMA 3333.

Co-requisites: DGMA 4314, DGMA 4316.

**DGMA 4321 Senior Studio Thesis: 3 semester hours.**

Emphasis on preparing students for Senior Art Exhibition.

Prerequisites: DGMA 4318 or DGMA 4183.

Co-requisites: DGMA 4315, DGMA 4317.

**DGMA 4323 Design Practice: 3 semester hours.**

Examination of current design industry theories, programs, technologies and trends. Application of the principles of professional practice with an emphasis on integration of the creative thinking methodology with real-world design projects in a studio environment with selected client-partners and guest lecturers. Prerequisites: must be classified as a junior or senior.

**DGMA 4399 Independent Study: 1-3 semester hour.**

Individual studies in Digital Media Arts.