Digital Media Arts, BS

Bachelor of Science in Digital Media Arts

The Digital Media Arts program is dedicated to educating and training designers of the future. Students will be prepared to meet the high demand of the design industry using their skills in graphic design and interactive media. In addition, students will be introduced to critical design theory and analysis in preparation for graduate study.

Students can apply to the University using the State of Texas Common Application for Freshman Admission available at 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, print graphic design, motion graphics, various forms of interactive media, and 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.

Degree Program Requirements

Complete Core Curriculum Listing at **https://catalog.pvamu.edu/universitycorecurriculum/**

Core Curriculum 42 Credit Hours		
Communication (Select Two)		6
Mathematics (Select One)		3
Life and Physical Sciences (Select Two)		6
Language, Philosophy, and Culture		3
ARTS 1303	Art History I (Prehistoric to the 14th Century)	
Creative Arts		3
ARTS 2328	African American Art	
American History (Select Two)		6
Government/Political Science (Select Two)		6
Social and Behavioral Science (Select One)		3
Component Area Option One (Select One)		3
Component Area Option Two (Select One)		3
Major Requirements		
ARTS 1311	Design I (2-Dimensional)	3
ARTS 1312	Design II	3
ARTS 1315	Creative Thinking	3
ARTS 1316	Drawing I	3
ARTS 1304	Art History II (14th century to the present)	3

ARTS 2331	Graphic Design History	3
ARTS 2311	Design III	3
ARTS 2336	Sign + Symbol	3
DGMA 3312	Layout I	3
DGMA 3313	Layout II	3
DGMA 3332	Typography I	3
DGMA 3333	Typography II	3
DGMA 3334	Branding	3
DGMA 3335	Interactive Media	3
DGMA 4314	Problems in Media Arts I	3
DGMA 4315	Problems in Media Arts II	3
DGMA 4316	Advanced Interactive Media	3
DGMA 4317	Social Media Design	3
DGMA 4318	Motion Graphics	3
DGMA 4321	Senior Studio Thesis	3
Prescribed Electives		
ARTS 3319	Printmaking	3
ARTS 4310	Creative Photography I	3
DGMA 2317	Fundamentals of Digital Imaging	3
DGMA 2318	Fundamentals of Interactive Media	3
Free Arts Electives (Select Two)		**6**
ARTS 2316	Painting	
ARTS 3314	Sculpture I	
ARTS 3317	Watercolor	
ARTS 3351	Crafts Design	
ARTS 4313	Printmaking II	
ARTS 4321	Book Arts	
DGMA 4323	Design Practice	
Total Hours		**120**

Bachelor of Science in Architecture, Digital Media Arts Degree Sequence

Core: https://catalog.pvamu.edu/universitycorecurriculum/ (https://catalog.pvamu.edu/universitycorecurriculum/)

Freshman

Fall - Semester 1	Hours	Spring - Semester 2	Hours
ARTS 1311	3	ARTS 1312	3
ARTS 1316	3	ARTS 1315	3
Language, Philosophy, and Culture Core	3	ARTS 1304	3
ARTS 1303		Communication Core	3
Communication Core	3	Social and Behavioral Science Core	3
Mathematics Core	3		
Total	**15**	**Total**	**15**

Total Hours: 30

Sophomore

Fall - Semester 1	Hours	Spring - Semester 2	Hours
ARTS 2311	3	ARTS 2336	3
DGMA 2317	3	DGMA 2318	3
Creative Arts Core	3	ARTS 2331	3
ARTS 2328		Life and Physical Sciences Core	3
Life and Physical Sciences Core	3	American History Core	3

American History Core	3		
Total	**15**	**Total**	**15**

Total Hours: 30

Junior

Fall - Semester 1	Hours	Spring - Semester 2	Hours
DGMA 3312	3	DGMA 3313	3
DGMA 3332	3	DGMA 3333	3
DGMA 3334	3	DGMA 3335	3
Government/Political Science Core	3	Government/Political Science Core	3
ARTS 3319	3	ARTS 4310	3
Total	**15**	**Total**	**15**

Total Hours: 30

Senior

Fall - Semester 1	Hours	Spring - Semester 2	Hours
DGMA 4314	3	DGMA 4315	3
DGMA 4316	3	DGMA 4317	3
DGMA 4318	3	DGMA 4321	3
Component Area Option One Core	3	Component Area Option Two Core	3
Free Art Elective I	3	Free Art Elective II	3
Total	**15**	**Total**	**15**

Total Hours: 30

Name	Unit
Total Semester Credit Hours: 120	

Marketable Skills

Marketable skills, as defined by the Texas Higher Education Coordinating Board's 60x30TX Plan (http://www.60x30tx.com/), include interpersonal, cognitive, and applied skill areas, are valued by employers, and can be either primary or complementary to a major. Marketable skills are acquired by students through education, including curricular, co-curricular, and extracurricular activities.

BS Digital Media

Degree Skills

1. Effective communication of the intent, process, and context of design work
2. Ability to work in a collaborative environment in the design industry
3. Develop creative visual responses to design problems, projects using a variation of the Design Thinking Process

Co-curricular and Extracurricular Skills

1. Demonstrate a proficiency in the use of industry-standard technology
2. Facilitate client meetings, focus groups, and other methods of gathering research for development of design work
3. Understand process and workflow in a creative environment