

DIGITAL ARTS AND MEDIA DESIGN, B.DES.

Begin Campus: University Park

End Campus: University Park

Program Description

The Bachelor of Design (B.Des.) in Digital Arts and Media Design (DART) is a multidisciplinary digital arts and design undergraduate degree in the College of Arts and Architecture's School of Visual Arts. Digital Arts and Media Design approaches design through the lens of the visual arts, as a critical, creative, and experimental studio-based practice. The major prepares students to become leaders in digital media fields, where their commanding knowledge of emerging technologies will allow them to contribute and innovate in creative media design careers.

Students progress through a series of core courses in which they develop research, design, and computational skills to enhance their capacity for critical thinking. In addition to these core experiences, students hone creative thinking capabilities in a range of studio-based digital art and design courses. In the final year of study, students work rigorously on a senior thesis project based on topics of personal interests and areas of intensive study in the digital arts. A purpose of the thesis is to prepare students to meet the varying challenges they will face as digital art and design professionals.

Students may choose from one of three primary tracks in the program:

1. **Digital Art and Digital Design Emphasis:** In this track, students create individualized 2D-3D digital arts and design learning paths that may include UX/UI design (user experience/user interface), visual concept art and design, 3D modeling and digital fabrication, 2D-3D digital imaging and computer graphics, as well as the most recent emerging forms of digital art and design.
2. **Interactive Media Emphasis:** In this track, students create individualized learning paths for interactive media design. Students learn computational skills as visual thinkers, designing increasingly complex interactive experiences individually and in teams. Students take courses in game art, game design, physical computing, mobile and web design, virtual worlds, interactive media design, data visualization, and cultural analytics.
3. **Time-Based Media Emphasis:** In this track, students create individualized learning paths for 2D and 3D time-based digital arts and media design including motion graphics, animation, computer graphics and previsualization, as well as video compositing.

What is Digital Arts and Media Design?

Digital Arts and Media Design uses digital arts technologies in studio-lab settings to challenge young artists and designers to expand their ideas, as they explore new languages of visual expression and communication. Following familiar studio ways of thinking and making traditionally associated with practices such as mixing pigments in painting, or shaping clay in ceramics, digital artists manipulate computer software through coding to expand the potential for creating new forms of image making. In an electronic environment, the single work of art may be replaced by multiple copies that are cloned and reworked using a range of image-making systems. Digital artworks may be exhibited in a variety of forms, such as digital prints, computer printouts, or other hard-copy formats of any scale, where each translation offers different

interpretations. Digital art may also be encountered through networks, interactive games, simulations, or as immersive environments that require active participation by a viewer.

You Might Like This Program If...

- Your curiosity and creativity are stimulated by thinking visually in computer languages and graphic communication.
- You are inspired by the thought that a digital device is a flexible and adaptive "studio" space where you come up with your best ideas.
- You are ready to plan and apply your creative design skills in a climate of invention and collaboration in interdisciplinary projects that explore changing visual technologies in art and design.