

DIGITAL MULTIMEDIA DESIGN, B.DES.

Begin Campus: World Campus

End Campus: World Campus

Program Description

The Bachelor of Design (B.Des.) in Digital Multimedia Design (DMD) is an online undergraduate degree delivered in collaboration with the Colleges of Arts & Architecture, Communications, Information Sciences and Technology, and World Campus (WD). The major helps prepare individuals to be leaders in digital media technologies and multimedia industries. This interdisciplinary degree develops students' design thinking through courses in art and design, critical thinking through courses that promote active, critical and ethical use of communications media and technologies, and systems thinking through courses in information technology and human interaction.

The DMD will help individuals build capacities to be creative leaders and change agents who engage with critical issues through interconnected projects in design, technology, and communications across a wide spectrum of industries. This discipline integration creates the conditions for working in the collaborative, adaptive environments that characterize the digital media professions. Combining methods, tools, and approaches from each discipline provides the basis for developing design literacy, visual literacy and digital literacy when responding to problems and issues of local and global importance.

What is Digital Multimedia Design?

Digital Multimedia Design involves learning to design, use, and apply digital platforms, formats, and devices in a range of online interdisciplinary settings. You will develop your digital literacy by coding and creating multiple digital forms using a variety of computer languages; expand your visual literacy in developing multimedia narratives; and enhance your design literacy in exploring ideas in creative problem-solving situations. Digital media generally refers to the storage and transmission of information in increasingly varied multimedia digital formats and devices, and within changing modes of communication. Design is a means by which we respond to change in a purposeful way by focusing on issues, problems, and opportunities and developing plans for taking innovative and tactical actions. Our goal is to prepare you to be a new generation 21st-century learner, and the curriculum embodies its purpose because the entire degree is delivered online through Penn State's World Campus.

You Might Like This Program If...

You are inspired by learning processes that challenge you to explore knowledge beyond given boundaries, build alternative options for bringing different media together, or collaborate with others to find new ways of communicating ideas. When the changing face of digital media and the open-ended nature of digital design are brought together in settings involving information science and technology, communications, and visual arts, the outcome is beyond our imagination.