DIGITAL MEDIA, ARTS, AND TECHNOLOGY, B.A.

Begin Campus: Any Penn State Campus

End Campus: Erie

Program Learning Objectives

• **Analysis and Synthesis**: Gain experience with analyzing digital works. Analyze a range of media structures and workflows, and apply systems thinking to gain a holistic understanding of the component parts of a project.

• **Apply Contexts**: Interpret and apply historical, cultural, and theoretical contexts important for digital productions.

• **Design scholarly and artistic projects**: Students design digital projects in multimedia and gain experience with production workflows and portfolio construction. Students should design work effectively to engage target audiences.

• **Digital Literacy**: Gain experience in identifying, researching, and solving technical problems in the process of developing digital projects. Technical problems include: translating file formats, writing and adapting computer code, designing and laying out custom interfaces or displays, working with a variety of software applications and understanding their asset dependencies, adapting a software system in a new or unfamiliar way, accessing and visualizing information, or otherwise solving production issues as they arise in the completion of a project.