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

Begin Campus: Any Penn State Campus

End Campus: Erie

Program Description

Digital technology has transformed the way we live, interact, learn, and work. The interdisciplinary Digital Media, Arts, and Technology (DIGIT) major is designed for students who are curious about and want to explore the growing significance of technology in the modern world. DIGIT combines historical and theoretical course work with intensive practical training in the creation and use of digital media tools and computational systems. Foundational DIGIT courses familiarize students with the key concepts, methods, history, theories and practices of Digital Liberal Arts while a range of competency courses introduce them to industry-standard software applications alongside cutting edge tools that continue to emerge from the open source community. Combining the broad perspective of liberal arts training with in-demand technical skills, DIGIT incorporates either a capstone project or a digital media internship, in order to provide students with a successful transition from college to an increasingly technological job market.

What is Digital Media, Arts, and Technology?

Technology has transformed the way we learn, work, and interact. Consider the speed of our digital conversion: Just twenty years ago there was no smart phone, mp3 file, streaming video, cloud storage, or GPS. Google wasn't a verb and your social network was limited to your home, school, or office. Digital Media, Arts, and Technology combines the broad perspective of the liberal arts with technical skills so that you can study technology history and theory and also programming languages, digital tools, and computer systems.

You Might Like This Program If...

- You often find yourself thinking about digital media—how it's changed our world, what the future holds, and how the technology can be applied and improved.
- You're an early adopter of the latest apps, software, and devices.
- You welcome the challenges of working with new technology.

Entrance to Major

Students must earn C or better in ENGL 15 or ENGL 30H and COMM 270 to be eligible for entrance to the major.

Degree Requirements

For the Bachelor of Arts degree in Digital Media, Arts, and Technology, a minimum of 120 credits is required:

Requirement	Credits
General Education	45
Electives	8-15
Bachelor of Arts Degree Requirements	24
Requirements for the Major	48-49

6-12 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 6 credits of GA courses for all categories; 0-4 credits of GQ courses for Data Visualization and Assessment category; 0-3 credits of GN courses for the Sound and Motion category; 0-6 credits of GS courses for the Modeling and Simulation/Human Computer Interaction category.

3 of the 24 credits for Bachelor of Arts Degree Requirements are included in the Requirements for the Major, General Education, or Electives and 0-12 credits are included in Electives if world language proficiency is demonstrated by examination.

Per Senate Policy 83.80.5, the college dean or campus chancellor and program faculty may require up to 24 credits of coursework in the major to be taken at the location or in the college or program where the degree is earned.

Requirements for the Major

Each student must earn at least a grade of C in each 300- and 400-level course in the major field.

To graduate, a student enrolled in the major must earn a grade of C or better in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (https://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44).

Code	Title	Credits
Prescribed Courses		
Prescribed Courses: Require a grade of C or better		
ART 168	The Digital Medium	3
COMM 270	Introduction to Multimedia Production	3
DIGIT 100	Introduction to Digital Humanities	3
DIGIT 110	Text Encoding Fundamentals	3
DIGIT 210	Large Scale Text Analysis	3
DIGIT 400	Digital Project Design	3
PHOTO 100	Introduction to Photography	3
Additional Courses		
Select 9 credits from one of the following categories: [1]		9
Digital Humanities		
ART 203		
ENGL 50	Introduction to Creative Writing	
ENGL 229	Digital Studies	
GEOG 160 & GEOG 161	Mapping Our Changing World and Applied Geographic Information Systems	
Require a grade of C or better:		
ENGL 420	Writing for the Web (requires a grade of C or better)	
GEOG 363	Geographic Information Systems (requires a grade of C or better)	
HIST/LST 490	Archival Management (requires a grade of C or better)	
Sound and Motion		
COMM 242	Basic Video/Filmmaking	
GD 100	Introduction to Graphic Design	
INART 50	The Science of Music	
INART 236	Integrating Music and Animation with Technology	
INART 258A	Fundamentals of Digital Audio	
MUSIC 8	Rudiments of Music	

Require a grade of C or better:		
COMM 481	Advanced Multimedia Production (requires a grade of C or better)	
MUSIC 458	Electronic Music Composition I (requires a grade of C or better)	
Modeling & Simulation/Human Computer Interaction		
CMPSC 102	Introduction to Visual Programming	
PSYCH 244	Introduction to the Psychology of Human Factors Engineering	
PSYCH 253	Introduction to Psychology of Perception	
Require a grade of C or better:		
CMPSC 302	Intermediate Visual Programming (requires a grade of C or better)	
DIGIT 430	Simulations of Human Behavior (requires a grade of C or better)	
MIS 387	Website Design and Administration (requires a grade of C or better)	
PSYCH 444	Engineering Psychology (requires a grade of C or better)	
Data Visualization & Assessment		
CMPSC 203	Introduction to Spreadsheets and Databases	
MIS 204	Introduction to Management Information Systems	
Require a grade of C or better:		
DIGIT 410	Data Visualization (requires a grade of C or better)	
MIS 336	Database Management Systems (requires a grade of C or better)	
MIS 345	Introduction to Data Analytics (requires a grade of C or better)	
MIS 430	Systems Analysis (requires a grade of C or better)	
Select 6 credits from a second category not used above		6
Additional Courses: Require a grade of C or better		
DIGIT 494	Senior Project	3
or DIGIT 495	Internship	
Select one of the following:		3-4
CAS 426W	Communication Ethics	
ENGL 211W	Introduction to Writing Studies	
HIST 301W	Scope and Methods of History	
PSYCH 301W	Basic Research Methods in Psychology	
PLSC 480W	Congress and the Presidency	
Supporting Courses		
Select 6 credits (at least 3 credits at the 400-level) from the department list or in consultation with adviser		6

[1] May double count with general education courses. Some courses may require prerequisites.

General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education

Requirements (https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

Foundations (grade of C or better is required and Inter-Domain courses do not meet this requirement.)
- **Quantification (GQ):** 6 credits
- **Writing and Speaking (GWS):** 9 credits

Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)
- **Arts (GA):** 3 credits
- **Health and Wellness (GHW):** 3 credits
- **Humanities (GH):** 3 credits
- **Social and Behavioral Sciences (GS):** 3 credits
- **Natural Sciences (GN):** 3 credits

Integrative Studies
- **Inter-Domain Courses (Inter-Domain):** 6 credits

Exploration
- **GN,** may be completed with Inter-Domain courses: 3 credits
- **GA, GH, GN, GS, Inter-Domain courses.** This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student's degree program, whichever is higher: 6 credits

University Degree Requirements
First Year Engagement
All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

Cultures Requirement
6 credits are required and may satisfy other requirements

- United States Cultures: 3 credits
- International Cultures: 3 credits

Writing Across the Curriculum
3 credits required from the college of graduation and likely prescribed as part of major requirements.

Total Minimum Credits
A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

Quality of Work

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

Limitations on Source and Time for Credit Acquisition

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 (https://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#83-80)). For more information, check the Suggested Academic Plan for your intended program.

B.A. Degree Requirements

World Language (0-12 credits): Student must attain 12th credit level of proficiency in one world language in addition to English. This proficiency must be demonstrated by either examination or course work. See the Placement Policy for Penn State World Language Courses (https://bulletins.psu.edu/undergraduate/general-information/academic-information/advising-planning-degree-program/course-placements/placement-policy-world-language-courses/).

B.A. Fields (9 credits): Humanities, Social and Behavioral Sciences, Arts, World Languages, Natural Sciences, Quantification (may not be taken in the area of the student's primary major; world language credits in this category must be in a second world language in addition to English or beyond the 12th credit level of proficiency in the first language). Credits must be selected from the list of approved courses.

World Cultures (0-3 credits): Select 3 credits from approved list. Students may count courses in this category in order to meet other major, minor, elective, or General Education requirements, except for the University Cultural Diversity (US/IL) requirement.

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.

Academic Advising

The objectives of the university's academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee's unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/)

Erie

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Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2024-25 academic year. To access previous years' suggested academic plans, please visit the archive (https://bulletins.psu.edu/undergraduate/archive/) to view the appropriate Undergraduate Bulletin edition.

Digital Media, Arts, and Technology, B.A. at Erie Campus

The course series listed below provides **only one** of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an **Academic Requirements** or **What If** report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.

First Year

Fall	Credits	Spring	Credits
ENGL 15 or 30H[‡][#]	3	General Education Course (GS)	3
PSU 7	1	General Education Course (GN)	3
General Education Course (GS)	3	General Education Course (GQ)	3
MATH 21 (GQ)[‡]	3	ART 168[†]	3
General Education Course (GHW)	1.5	World Language 2	4
World Language 1	4		
	15.5		**16**

Second Year

Fall	Credits	Spring	Credits
PHOTO 100[*][†]	3	DIGIT 100[*][†]	3
Other Cultures Course (OC)	3	ENGL 202B or 202C[‡]	3
CAS 100A or 100B[‡]	3	COMM 270[#][†]	3
General Education Course (GHW)	1.5	General Education Course (GN)	3

World Language 3	4	Primary Digital Competency Category Selection[1]	3
	14.5		**15**

Third Year

Fall	Credits	Spring	Credits
DIGIT 110*	3	DIGIT 210*	3
General Education Course (US, GH)	3	BA Knowledge Domain (Any General Education Category)	3
Inter-Domain course (N) and/or (IL)	3	General Education Course (GN): INART 50Z	3
Primary Digital Competency Category Selection[1]	3	Primary Digital Competency Category Selection[1]	3
BA Knowledge Domain	3	Secondary Digital Competency Category Selection[1]	3
	15		**15**

Fourth Year

Fall	Credits	Spring	Credits
DIGIT 400*	3	DIGIT 494 or 495*	3
"W" Course: Writing Across the Curriculum‡	3	Supporting Course (Any Level)[2]	3
Secondary Digital Competency Category Selection[1]	3	BA Knowledge Domain	3
Supporting Course (400-Level)[2]	3	Elective	3
Elective	3	Elective	3
	15		**15**

Total Credits 121

* Course requires a grade of C or better for the major
‡ Course requires a grade of C or better for General Education
# Course is an Entrance to Major requirement
† Course satisfies General Education and degree requirement

[1] **Digital Competency Categories (Select Two Categories):**
- Digital Humanities:
    - ART 203: The Art of Web Design
    - ENGL 050: Introduction to Creative Writing (GA)
    - ENGL 229: Digital Studies
    - ENGL 420: Writing for the Web
    - GEO 160 and 161: Mapping and 1-credit lab (GS)
    - GEO 363: Advanced Mapping
    - HIST 490/LST 490: Archival Management
- Sound and Motion:
    - COMM 242: Basic Video/Filmmaking
    - COMM 481: Advanced Multimedia Production
    - GD 100: Introduction to Graphic Design (GA)
    - INART 050: The Science of Music (GN)
    - INART 236: Integrating Music and Animation with Technology (GA)
    - INART 258A: Fundamentals of Digital Audio (GA)
    - MUSIC 008: Rudiments of Music (GA)
    - MUSIC 458: Electronic Music Composition
- Modeling & Simulation/Human-Computer Interaction:
    - CMPSC 102: Introduction to Visual Programming
    - CMPSC 302: Intermediate Visual Programming
    - DIGIT 430: Principles of Modeling and Simulation
    - PSYCH 244: Introduction to the Psychology of Human Factors
    - PSYCH 253 Psychology of Perception
    - PSYCH 444: Engineering Psychology
- Data Visualization & Assessment - PSYCH 200 or STAT 200 is recommended as the GQ:
    - CMPSC 203: Introduction to Spreadsheets and Databases (GQ)
    - DIGIT 410: Data Visualization
    - MIS 204: Introduction to Business Information Systems
    - MIS 336: Database Management Systems
    - MIS 345 Data Analytics
    - MIS 430: System Analysis

[2] **List of Supporting Courses (not exhaustive):**
- Art History 112: Survey of Western Art II (GA)
- Art History 326 Contemporary Art (GA)
- CMLIT 490: Video Game Studies
- CMLIT 153: International Cultures: Film and Literature. (GH)
- CMLIT 453 / COMM 453: Narrative Theory: Film and Literature
- CAS 272: Political Rhetoric and Discourse Online
- COMM 110: Media and Democracy
- COMM 150: The Art of Cinema. (GA)
- COMM 251: The Nature of Media
- DART 204: Animation Fundamentals
- ENGL 191: Science Fiction (GH)
- ENGL 403: Literature and Culture
- ENGL 212: Introduction to Fiction Writing
- ENGL 214: Introduction to Creative Nonfiction Writing
- ENGL 215: Introduction to Article Writing
- ENGL 424: Creative Writing and the Natural World.
- HIST 151: Technology and Society in American History
- HIST 320W: Contemporary World History and Issues
- PHIL 5: Philosophy, Art, and Film. (GH)
- PHOTO 200: Photo Studio I
- PLSC 2: American Public Policy
- PLSC 123: Ethnic and Racial Politics (GS; US; IL)
- PLSC 130: American Political Campaigns and Elections (GS;US)
- PLSC 308: Introduction to Political Research
- PLSC 442: American Foreign Policy
- PLSC 458: Government and Politics of East Asia
- PLSC/STS 460: Science, Technology, and Public Policy
- PLSC 467: International Relations of the Middle East
- PLSC 480W: Congress and the Presidency
- PLSC 482: American State and Urban Politics
- PSYCH 232: (GS;US;IL) Cross-Cultural Psychology
- PSYCH 426: Psychology of Language
- PSYCH 434: Psychology of Gaming
- SOC 19: Sociology of Popular Culture(GS)
- WMNST 100: Introduction to Women's and Gender Studies
- WMNST 106: Representing Women and Gender in Literature, Art, and Popular Culture

- WMNST/STS 157: Science, Technology, and Gender
- COMM/WMNST 205: Women, Minorities, and the Media
- WMNST 301: Sexualities, Gender and Power: Feminist Thought and Politics

University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy Cultural Diversity Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of 'C' or better.

Bachelor of Arts Requirements:

Bachelor of Arts students must take 9 credits in Bachelor of Arts (B.A.) Fields (Humanities; Social and Behavioral Sciences; Arts; World Languages [2nd language or beyond the 12th credit level of proficiency in the 1st]; Natural Sciences; Quantification). The B.A. Fields courses may not be taken in the area of the student's primary major. See your adviser and the Degree Requirements section (https://bulletins.psu.edu/undergraduate/general-information/academic-information/) of this Bulletin.

Bachelor of Arts students must take 3 credits in World Cultures. See your adviser and the full list of courses approved as World Cultures courses (https://bulletins.psu.edu/undergraduate/general-education/course-lists/ba-world-cultures/).

Additional Notes:

- Recommended General Education Courses (these are a few of the many courses to choose from)
    - GA Courses:
        - ARTH 112: Survey of Western Art II (GA)
        - ARTH 326: Contemporary Art (GA)
        - ENGL 50: Introduction to Creative Writing (GA)
        - GD 100: Introduction to Graphic Design (GA)
        - INART 258A: Fundamentals of Digital Audio (GA)
        - MUSIC 8: Rudiments of Music (GA)
        - GAME 160N Introduction to Video Game Culture (GA, GH, N)
        - COMM 150N: The art of the cinema (GH, GA & N)
        - AA 193N: The Craft of Comics (GA, GH, & N)
    - GH Courses:
        - CMLIT 153: International Cultures: Film and Literature. (GH)
        - PHIL 5: Philosophy, Art, and Film. (GH)
        - GAME 160N Introduction to Video Game Culture (GA, GH, N)
        - COMM 150N: The art of the cinema (GH, GA & N)
        - CAS 175: Persuasion and Propaganda (GH)
        - PHIL 1: The big questions (GH)
        - AA 193N The Craft of Comics (GA, GH, & N)

- ENGL 136: The graphic novel (GH)
- HIST 203N: History of Monsters, Aliens & the Supernatural (GS, GH, IL & N)
- GN Courses:
    - INART 50: The Science of Music (GN)
    - BIO 120N: Plants, People and Places (GN & N)
    - STS 110N: Chemistry in World Wars
    - STS 197: Special Topics (Space Exploration)
    - ASTRO 1: Astronomical Universe (GN)
    - GEOSC 20: Planet Earth (GN)
- GQ Courses:
    - CMPSC 203: Introduction to Spreadsheets and Databases (GQ)
    - MATH 34: The math of money
    - PSYCH 200 or STAT 200 (GQ)
- GS Courses:
    - PLSC 123 Ethnic and Racial Politics (GS; IL, US)
    - PLSC 130 American Political Campaigns and Elections (GS; US)
    - GEO 160 and 161: Mapping and 1-credit lab (GS)
    - PSYCH 100: Introduction to Psychology
    - SOC 12: Criminology
    - PLSC 1: American Politics
    - HIST 203N: History of Monsters, Aliens & the Supernatural (GS, GH, IL & N)
- N Courses:
    - GAME 160N Introduction to Video Game Culture (GA, GH, N)
    - BIO 120N: Plants, People and Places (GN & N)
    - COMM 150N: The art of the cinema (GH, GA & N)
    - AA 193N The Craft of Comics (GA, GH, & N)
    - HIST 203N: History of Monsters, Aliens & the Supernatural (GS, GH, IL & N)
- IL or US Cultures Courses:
    - HIST 203N: History of Monsters, Aliens & the Supernatural (GS, GH, IL & N)
    - ART 122Y: Commentary on Art (US & Writing)
    - ART 211Y: Introduction to Digital Art and Design Criticism (US & Writing)
- W - Writing Across the Curriculum Courses:
    - ART 122Y: Commentary on Art (US & Writing)
    - ART 211Y: Introduction to Digital Art and Design Criticism (US & Writing)
    - CAS 452W: Organizational Communication Theory and Research

Career Paths

The B.A. in Digital Media, Arts, and Technology meets growing employer demand for professionals capable of both critical analysis and creative production of digital media, virtual reality, and augmented reality. To tailor the program to your career interests, you'll study in any two of four concentrations: Digital Humanities; Sound and Motion; Modeling and Simulation/Human-Computer Interaction; and Data Visualization and Assessment. Penn State Behrend has a comprehensive support system to help you identify and achieve your goals for college and beyond. Meet

with your academic adviser often and take advantage of the services offered by the Academic and Career Planning Center.

Careers

Career options for graduates of the Digital Media, Arts, and Technology program include web content editor, web designer, digital marketing strategist, social media specialist, digital artist, digital photo/video editor, digital art director, multimedia specialist, music producer, music/sound designer for film and interactive gaming, audio engineer, music/audio software developer, podcast producer, digital media planner, technical producer, public relations or advertising specialist, and graphic designer.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE DIGITAL MEDIA, ARTS, AND TECHNOLOGY PROGRAM (https://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs/digital-media-arts-and-technology/)

Opportunities for Graduate Studies

A B.A. in Digital Media, Arts, and Technology can be the starting point for graduate-level education in more specialized fields, including social media marketing, digital journalism, data analytics, digital information management, informatics and visual content management, sound studies, acoustics, music information retrieval, data sonification, music informatics, electronic music composition, VR and AR application, digital publishing, new-media arts, communication and media studies, integrated marketing communication, and digital media education.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (https://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs/digital-media-arts-and-technology/)

Professional Resources

- Digital Media Association (https://www.digmedia.org/)
- International Digital Media and Arts Association (https://idmaa.org/)
- Association for Computers and the Humanities (https://ach.org/)
- Alliance of Digital Humanities Organizations (https://adho.org/)
- Text Encoding Initiative (https://tei-c.org/)
- W3C: World Wide Web Consortium (https://www.w3.org/)

Contact

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