

# DIGITAL ARTS AND CULTURE, BA

The Digital Arts and Culture program is designed to give students a comprehensive understanding of the intersection of digital technologies, culture, and creativity. You will study and explore a variety of emerging media and systems and have exciting practical opportunities with these tools to make, analyze, and share creative works and cultural products.

Our program is student-centered, meaning that you will have the freedom to pursue your interests and tailor your coursework to meet your individual goals. Whether you want to specialize in digital storytelling, games, design, social media, or web development, our faculty, staff, and advisors will work with you to create a personalized plan of study that reflects your passion and ambition.

At the heart of the Digital Arts and Culture program is a commitment to collaboration and community-building. Throughout your academic career, you will have the chance to work with other students, faculty, and community partners on various projects to cultivate creative practices, technological skills, and a supportive network. Our program is interdisciplinary and interactive, with plenty of opportunities for hands-on learning, experimentation, and inquiry within emerging fields.

Upon completing the program, you will be well-prepared to pursue career paths within the creative industries, such as advertising, design, information technology, publishing, and entertainment, and in cultural institutions, like museums, galleries, libraries, and archives. Our graduates have gone on to work as multimedia and digital marketing specialists, editors and producers for broadcast media, graphic designers and creative directors, and more. Additionally, our program sets you up with a strong foundation for graduate programs in digital media, communication studies, rhetoric and culture, and related fields.

If you are enthusiastic about the creative potential of digital technologies and networks, and the critical ways that they shape society, the Digital Arts and Culture may be the perfect fit for you. Come join us and explore the countless possibilities of our digital futures!

## Course of Study – Bachelor of Arts Degree

Complete 120 credits including 75 credits in the College of Letters & Science and with 36 of the 75 credits in L&S upper-level (numbered above 300) courses.

The College requires that students must complete in residence at UWM at least 15 credits in upper-division (numbered 300 or above) courses in their major. The College also requires that students complete at least 30 credits overall in residence at UWM. For additional residency and transfer credit limitations, see L&S Undergraduate Policies and Regulations (<https://catalog.uwm.edu/letters-science/#policiesandregulationstext>).

Students are also required to complete University-wide General Education Requirements (<https://catalog.uwm.edu/policies/undergraduate-policies/#bachelorsdegreegeneraleducation>) and the specific L&S requirements listed below.

To complete a major, students must satisfy all the requirements of the major as stated in this catalog. Students who declare their majors within five years of entering the UW System as a degree candidate may satisfy the requirements outlined in any catalog issued since the time they

entered. Credits used to satisfy the major also may be used to satisfy other degree requirements.

## University General Education Requirements (GER)

Code	Title	Credits
<b>Oral and Written Communication</b>		
<i>Part A</i>		
Achieve a grade of C or better in the following course:		
ENGLISH 102	College Writing and Research (or equivalent)	
<i>Part B</i>		
Course designated as OWC-B; may be completed through a major-specific course requirement		
<b>Quantitative Literacy</b>		
<i>Part A</i>		
Earn at least 3 credits with a grade of C or higher in one of the following courses or an equivalent course, or achieve a placement code of at least 30 on the mathematics placement test (or other appropriate test, as determined by the Mathematical Sciences Department)		
MATH 102	Mathematical Literacy for College Students II	
MATH 103	Contemporary Applications of Mathematics	
MATH 105	Introduction to College Algebra	
MATH 108	Algebraic Literacy II	
MATH 111	Introduction to Logic - Critical Reasoning <sup>1</sup>	
or PHILOS 111	Introduction to Logic - Critical Reasoning	
MATH 116	College Algebra	
Or equivalent course		
<i>Part B</i>		
Course designated as QL-B; may be completed through a major-specific course requirement		
<b>Arts</b>		
Select 3 credits		3
<b>Humanities</b>		
Select 6 credits		6
<b>Social Sciences</b>		
Select 6 credits		6
<b>Natural Sciences</b>		
Select 6 credits (at least two courses including one lab)		6
<b>UWM Foreign Language Requirement</b>		
Complete Foreign Language Requirement through:		
Two years (high school) of a single foreign language		
Two semesters (college) of a single foreign language		
Or equivalent		
<b>UWM Cultural Diversity Requirement</b>		
One course from the Arts, Humanities, or Social Sciences must also satisfy UWM's Cultural Diversity requirement		

<sup>1</sup> Math 111 and Philosophy 111 are jointly offered and count as repeats of one another. Students cannot receive credit for both courses.

College of Letters & Science Requirements

The degree requirements in the College of Letters and Science build on the University General Education Requirements to provide a broad base of knowledge as well as an array of skills cited by employers as critical to professional success: critical thinking, problem solving, oral and written communication, ability to work well with others, and adaptability to change.

For the Bachelor of Arts (B.A.), you must complete the UWM General Education Requirements as well as these L&S requirements: the International requirement, the Breadth requirement, and the Research requirement. The International requirement develops your potential for cross-cultural understanding in a globalizing world. The Breadth requirement ensures that you take classes in a wide variety of subjects, across humanities, natural sciences, and social sciences. The Research requirement calls for you to build your critical thinking and oral and written communication skills through conducting an independent research project, usually in your major.

For the Bachelor of Arts (B.A.) you will also complete the Language other than English requirement, to further develop your understanding of cultures through language.

I. Total Credits and Upper-Division Courses Requirement

Students must complete 120 credits including 75 credits in the College of Letters & Science and with 36 of the 75 credits in L&S upper-level (numbered above 300) courses.

II. Language other than English Requirement

Students doing the BA must fulfill the language other than English requirement by either successfully completing the fourth semester of university work or equivalent in one language other than English, or by successfully completing the second semester of university work or equivalent in two languages other than English (including all world languages and American Sign Language).

Language courses (including American Sign Language) other than English taken in high school may be used to satisfy all or part of this requirement. One year of high school language equates to one semester of college work. Proficiency tests approved by the Languages faculty may be used to satisfy all or part of this requirement.

Completion of the L&S Language Requirement also satisfies the university-wide Language other than English GER, but not vice versa.

III. International Requirement

To meet the International Requirement, students must successfully complete some three course (minimum 9 credits) combination of

- 1. language other than English (not including American Sign Language) at 3rd semester level or above, and/or
- 2. non-language courses with L&S approved international content (see Courses Approved for the L&S International Requirement (https://catalog.uwm.edu/letters-science/approved-courses-international-requirement/) for course options).

IV. Breadth Requirement

In addition to completing the University General Education Requirements, L&S students must complete the Breadth requirement.

The L&S Breadth requirement calls for 6 credits each in L&S courses designated L&S Humanities, L&S Natural Sciences, and L&S Social Sciences breadth. One of the L&S Natural Science breadth courses must be a laboratory or fieldwork course. These courses must be beyond and

in addition to courses in those areas used to satisfy General Education Requirements.

Please refer to the list of Courses Approved for the L&S Breadth Requirement (https://catalog.uwm.edu/letters-science/breadth-requirement-course-list/).

V. The Major

The College of Letters and Science requires that students attain at least a 2.0 GPA in all credits in the major attempted at UWM. In addition, students must attain a 2.0 GPA on all major credits attempted, including any transfer work. Individual departments or programs may require higher GPAs for graduation. Some departmental majors require courses from other departments. Contact your major department for information on whether those credits will count as part of the major GPA. The College requires that students must complete in residence at UWM at least 15 credits in upper-division (numbered 300 or above) courses in their major.

Research Requirement

Within their majors, students must complete a research experience approved by the L&S faculty. A list of courses satisfying the research requirement in each major can be found here (https://catalog.uwm.edu/letters-science/approved-courses-research-requirement/).

VI. The Minor

Students are encouraged to consider completing a minor, but it is not required. To complete a minor, the College of Letters and Science requires that students attain at least a 2.0 GPA in all credits in the minor attempted at UWM. In addition, students must attain a 2.0 GPA on all minor credits attempted, including any transfer work. The minor must contain at least 9 credits in upper-division (numbered 300 and above) courses.

Digital Arts and Culture Degree Requirements

You are strongly advised to consult both the DAC advisor and your L&S advisor to ensure you stay on track towards a degree. A total of 36 credits is required for the major, of which at least 15 upper-level L&S credits must be completed in residence at UWM. No more than 21 credits from a single curricular area may count toward the submajor. Students must earn a 2.0 GPA on all UWM credits that count toward the major. In addition, the College requires that students earn a minimum 2.0 GPA on all transfer work, counting towards the major.

Code	Title	Credits
Core Culture Courses		
ART 118	Digital Arts: Culture, Theory, Practice	3
JAMS/DAC 113	Internet Culture	3
Media Systems Courses		
Select one of the following:		3
ARTHIST/ENGLISH/FILMSTD 111	Entertainment Arts: Film, Television, and the Internet <sup>1</sup>	
INFOST 110	Introduction to Information Science and Technology	
JAMS 101	Introduction to Mass Media	
Digital Composition Courses		
Select two of the following:		6
ART 212	Introduction to Creative Technologies: Computer Games and Interactive Art	

ART 218	Moving Images and Sound in Art & Design
ART 221	Introduction to Design
ENGLISH 206	Technical Writing
ENGLISH 240	Rhetoric, Writing, and Culture:
INFOST 240	Web Design I
JAMS 201	Media Writing
JAMS 231	Publication Design
FILM 255	Introduction to Digital Arts

#### Understanding Digital Culture Courses

Select one of the following: 3

ART 309	Issues in Contemporary Art:
COMMUN 313	Human Communication and Technology
ENGLISH/FILMSTD 380	Media and Society:
INFOST 310	Human Factors in Information Seeking and Use
JAMS 461	Media Ethics

#### Practicing the Digital Arts Courses

Select one of the following: 3

ART 324	Web Design
ENGLISH 310	Writing, Speaking, and Technoscience in the 21st Century
INFOST 350	Introduction to Application Development
INFOST/ART/DAC 408	Nonprofit Information Technology (application required before open enrollment)
JAMS/DAC 336	Media Graphics

#### Capstone Seminar

DAC 661	Digital Engagement Seminar (only offered in Spring semesters)	3
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#### Electives

Select at least 6 credits from the Understanding Digital Culture Expanded Electives and 3 credits from the Practicing Digital Arts Expanded Electives. The remaining 3 credits can come from either group. At least one course from each group should be numbered 300 or above. 12

#### Understanding Digital Culture Expanded Electives

ANTHRO/DAC 140	Games and Society
ANTHRO 302	Anthropology and Popular Culture
ANTHRO 340	Cultures of Online Games and Virtual Worlds
ART 150	Multicultural America
ART 309	Issues in Contemporary Art:
ARTHIST/ENGLISH/FILMSTD 111	Entertainment Arts: Film, Television, and the Internet (if not selected above)
ARTHIST 376	History and Theory of New Media Art
COMMUN 310	Communication in Organizations
COMMUN 313	Human Communication and Technology (if not selected above)
COMMUN 350	Intercultural Communication
COMMUN 360	Entertainment and Politics

COMMUN 370	Quantitative Research in Communication
COMMUN 410	Organizational Communication Technology
COMMUN 413	Rhetoric and the Internet
COMMUN 440	Contemporary Problems in Freedom of Speech
COMPLIT 133	Contemporary Imagination in Literature and the Arts
COMPLIT 135	Experiencing Literature in the 21st Century:
COMPLIT 233	Literature and Film:
DAC 199	Independent Study
DAC 699	Advanced Independent Study
ENGLISH 253	Science Fiction:
ENGLISH/FILMSTD 290	Introduction to Film Studies
ENGLISH/FILMSTD 291	Introduction to Television Studies
ENGLISH 294	Game Culture
ENGLISH/FILMSTD 312	Topics in Film, Television and Digital Studies:
ENGLISH/FILMSTD 329	Film and Literature
ENGLISH/FILMSTD 380	Media and Society: (if not selected above)
ENGLISH/FILMSTD 383	Cinema, Television, and Genre:
ENGLISH/FILMSTD 393	Entertainment Industries:
ENGLISH/FILMSTD 394	Theories of Digital Culture:
FILMSTD 212	Intermediate Topics in Film and Television Studies:
GLOBAL 202	Introduction to Global Studies III: Globalization and Technology
GLOBAL 351	Language, Media, and Social Practice in Global Communications
INFOST 110	Introduction to Information Science and Technology (if not selected above)
INFOST 120	Information Technology Ethics
INFOST 310	Human Factors in Information Seeking and Use (if not selected above)
INFOST 340	Introduction to Systems Analysis
INFOST 465	Legal Aspects of Information Products and Services
INFOST 491	Advanced Topics in Information Science & Technology:
INFOST 674	The Search Engine Society
INFOST 675	Information Technology and Organizations
JAMS 101	Introduction to Mass Media (if not selected above)
JAMS 111	Gender and the Media
JAMS/DAC 113	Internet Culture (if not selected above)
JAMS 262	Principles of Media Studies

JAMS 304	News Literacy
JAMS 450	Race and Ethnicity in the Media
JAMS 460	History of Mass Media
JAMS 461	Media Ethics (if not selected above)
JAMS 559	Freedom of Expression in the Digital Age
JAMS 562	Media Studies and Culture
<b>Practicing the Digital Arts Expanded Electives</b>	
ART 108	2D Studio: Concept, Color and Composition
ART 118	Digital Arts: Culture, Theory, Practice (if not selected above)
ART 212	Introduction to Creative Technologies: Computer Games and Interactive Art (if not selected above)
ART 218	Moving Images and Sound in Art & Design (if not selected above)
ART 221	Introduction to Design (if not selected above)
ART 253	Introduction to Photography
ART 304	Digital Painting
ART 313	Creative Coding:
ART 316	Creative Interfaces:
ART 317	3D Environments and XR
ART 318	Creative Electronics
ART 324	Web Design (if not selected above)
ART 325	Web Design II
ART 327	Digital Media Workshop:
ART 424	Topics in Web, Interaction and Screen Design:
ART 426	Motion Graphics
DAC 289	Internship in Digital Arts and Culture, Lower Division
DAC 489	Internship in Digital Arts and Culture, Upper Division
ENGLISH 206	Technical Writing (if not selected above)
ENGLISH 214	Writing in the Professions: (if not selected above)
ENGLISH 240	Rhetoric, Writing, and Culture:
ENGLISH 310	Writing, Speaking, and Technoscience in the 21st Century (if not selected above)
ENGLISH 431	Topics in Advanced Communications:
ENGLISH 435	Rhetoric and Professional Writing
ENGLISH 436	Technical Documentation
ENGLISH 437	Project Management for Professional Writers
ENGLISH 439	Information Design
ENGLISH 443	Grant Writing
FILM 107	Digital Filmmaking for Non-Majors
FILM 180	Foundation Production: Fiction
FILM 181	Foundation Production: Nonfiction
FILM 255	Introduction to Digital Arts (if not selected above)

FILM 301	Film Art for Non-Majors
FILM 463	Experimental Documentary
FILM 466	Appropriated Media
GEOG 215	Introduction to Geographic Information Science
GEOG 525	Geographic Information Science
INFOST 240	Web Design I (if not selected above)
INFOST 320	Web Design II
INFOST 350	Introduction to Application Development (if not selected above)
INFOST 370	Data Analysis and Visualization for the Information Professional
INFOST 375	Multimedia Web Design
INFOST/ART/DAC 408	Nonprofit Information Technology (if not selected above)
INFOST 685	Electronic Publishing and Web Design
JAMS 201	Media Writing (if not selected above)
JAMS 207	Introduction to Advertising and Public Relations
JAMS 231	Publication Design (if not selected above)
JAMS 232	Photojournalism
JAMS 302	Introduction To Video Storytelling
JAMS 325	Audio Storytelling
JAMS 332	Introduction to Digital Documentary
JAMS/DAC 336	Media Graphics (if not selected above)
JAMS 370	Introduction to Social Media and Search Engine Optimization
JAMS 399	On-Campus Internship ( DAC placement)
JAMS 481	Topics in Social Media:
MUSIC 327	Studio Techniques
MUSIC 328	Interactive Electronic Music
MUSIC 680	Special Studies in Music: (Interactivity and Improvisation)
THEATRE 218	Computer Modeling and Graphics for Live Performance
THEATRE 337	Sound Production and Digital Editing for Stage and Studio
THEATRE 437	Sound Design and Digital Editing

**Total Credits****36**

<sup>1</sup> ARTHIST 111/ENGLISH 111/FILMSTD 111 can be used either to fulfill the Media Systems requirement, or as an elective, but cannot be used to satisfy both.

## Digital Arts and Culture BA Learning Outcomes

Students who complete the Digital Arts & Culture major will be able to:

- Analyze digital and electronic media systems, explaining what these platforms do and how they do it.
- Engage with complex digital issues: online, offline, via ubiquitous computing hardware and software.

- Organize information, both architecturally and visually, structuring software, websites, advertisements, social media, and more.
- Demonstrate hands-on, collaborative, and cross-disciplinary, media production with artists and designers.

## Advising

You are strongly advised to consult both the DAC advisor and your L&S advisor to ensure you stay on track towards a degree.

## Letters & Science Advising

During your time at UWM, you may have multiple members of your success team, including advisors, peer mentors and success coaches. Letters & Science students typically work with at least two different types of advisors as they pursue their degrees: professional college advisors and faculty advisors. L&S college advisors advise across your entire degree program while departmental faculty advisors focus on the major.

**College advisors** are located in Holton Hall (or virtually for online students) and serve as your primary advisor. They are your point person for your questions about navigating college and completing your degree. College advisors will:

- Assist you in defining your academic and life goals.
- Help you create an educational plan that is consistent with those goals.
- Assist you in understanding curriculum, major and degree requirements for graduation, as well as university policies and procedures.
- Provide you with information about campus and community resources and refer you to those resources as appropriate.
- Monitor your progress toward graduation and completion of requirements.

**Faculty advisors** mentor students in the major and assist them in maximizing their development in the program. You will begin working with a faculty advisor when you declare your major. Faculty advisors are an important partner and will:

- Help you understand major requirements and course offerings in the department.
- Explain opportunities for internships and undergraduate research and guide you in obtaining those experiences.
- Serve as an excellent resource as you consider potential graduate programs and career paths in your field.

Students are encouraged to meet with both their college advisor and faculty advisor at least once each semester. Appointments are available in-person, by phone or by video.

Currently enrolled students should use the Navigate360 website (<https://uwm.navigate.eab.com/>) to make an appointment with your assigned advisor or call (414) 229-4654 if you do not currently have an assigned Letters & Science advisor. Prospective students who haven't enrolled in classes yet should call (414) 229-7711 or email [let-sci@uwm.edu](mailto:let-sci@uwm.edu).

## College of Letters and Science Dean's Honor List

GPA of 3.750 or above, earned on a full-time student's GPA on 12 or more graded credits in a given semester.

## Honors College Degree and Honors College Degree with Distinction

Granted to graduating seniors who complete Honors College requirements, as listed in the Honors College (<https://catalog.uwm.edu/honors-college/>) section of this site.

## Commencement Honors

Students with a cumulative GPA of 3.500 or above, based on a minimum of 40 graded UWM credits earned prior to the final semester, will receive all-university commencement honors and be awarded the traditional gold cord at the December or May Honors Convocation. Please note that for honors calculation, the GPA is **not** rounded and is truncated at the third decimal (e.g., 3.499).

## Final Honors

Earned on a minimum of 60 graded UWM credits: Cum Laude - 3.500 or above; Magna Cum Laude - 3.650 or above; Summa Cum Laude - 3.800 or above.