

DIGITAL MEDIA DESIGN (BA)

The Bachelor of Arts in Digital Media Design is designed to develop students' proficiencies in design and digital media technologies while exploring the context and relevance of digital media practices inside and outside the major that strengthens the content of students' DMD studies. The B.A. curriculum offers flexibility for a student to combine a degree in Digital Media Design with courses offered in other departments across campus and is ideal for students who wish to complete a double major, dual degree, or various minors. Due to UConn's NASAD (National Association of Schools of Art and Design) accreditation requirements, the B.A. in Digital Media and Design, as a liberal arts degree, limits the maximum total number of credits in art and design to 45% (or 54 credits) of the total curriculum.

Admission

Slideroom portfolio review.

Bachelor of Arts Requirements

Bachelor of Arts Common Curriculum Requirements

All B.A. students share a common curriculum of 24 credits:

Course	Title	Credits
DMD 1001	Foundations in Digital Media and Design I	3
DMD 1002	Foundations in Digital Media and Design II	3
DMD 1101	Design Lab I	3
DMD 1102	Design Lab II	3

Additional Required Courses

Course	Title	Credits
First Year/Foundation Courses		
DMD 1001	Foundations in Digital Media and Design I	3
DMD 1002	Foundations in Digital Media and Design II	3
DMD 1101	Design Lab I	3
DMD 1102	Design Lab II	3
DMD Core		
DMD 3010W	Critical Perspectives on Digital Media	3
DMD 4040	Agency	3
Art/Design/Digital Media/Film History or Theory		
DMD 2010	History of Digital Culture	3
Three additional credits from the approved list		3
Total Credits		24

Areas of Concentration

All concentrations consist of 18 to 21 credits of 1000/2000/3000/4000-level courses including all necessary prerequisites within an area of DMD concentration. Students must choose one of the concentrations listed below.

Digital Culture Requirements

Course	Title	Credits
Digital Culture Core		
DMD 2610 or DMD 2620	Introduction to Digital Humanities Human Development, Digital Media, and Technology	3

DMD 3620	Collaborating with Cultural Organizations II: Practice	3
DMD 4086	Senior Thesis (to be taken twice in two consecutive semesters for a total of six credits)	6
Six credits of 2000-level or higher Digital Culture electives ¹		6
Technical Specialization		
Six credits of 2000-level or higher courses in one of the following DMD concentrations:		6
Motion Design and Animation		
3D Animation		
Digital Film/Video Production		
Game Design		
Web/Interactive Media Design		
Total Credits		24

¹ As approved by advisor. Three of these credits must be at 3000-level or higher.

Additionally, students will develop a core competency in a humanities or social science discipline consistent with their interests and career goals and chosen in consultation with their advisor. This chosen area of competency also provides the foundation for the Senior Thesis. Competency areas might include Anthropology, Latino Studies, Human Rights, Comparative Literature and Cultural Studies, Urban and Community Studies, History, English, Sociology, Social Justice Organizing, etc.

Digital Media Business Strategies Requirements

Course	Title	Credits
Digital Media Business Strategies Core		
DMD 2700	Digital Media Strategies for Business	3
DMD 2710	Social Media Business Applications	3
DMD 3720	Digital Media Analytics	3
DMD 3730	Digital Consumer Behavior	3
Nine credits of 2000 level or higher Digital Media Business Strategies electives ¹		9
DMD Studio course		
Select one of the following:		3
DMD 1070	Web Design I	
DMD 2200	Motion Design and Animation I	
DMD 2210	Film and Video Editing I	
DMD 2300	3D Animation I	
DMD 2500	Introduction to Digital Game Design	
Total Credits		24

¹ As approved by advisor. Three of these credits must be at 3000-level or higher.

Digital Media Design Requirements

Course	Title	Credits
Intro to Areas of Concentration		
Select two of the following:		6
DMD 1070	Web Design I	
DMD 2200	Motion Design and Animation I	

DMD 2210	Film and Video Editing I	
DMD 2300	3D Animation I	
DMD 2500	Introduction to Digital Game Design	
DMD 2700	Digital Media Strategies for Business	
DMD Electives		
15 credits of DMD courses ¹		15
Total Credits		21

¹ As approved by advisor. Six of these credits must be at 3000-level or higher.

Independent Study

(DMD 3099 Independent Study) Open to fifth semester or higher students with a minimum departmental grade point average of 3.0 and no outstanding incompletes for any other independent study courses. Limited to a maximum of 15 credits total.

Internships

(DMD 4081 Digital Media Internship/Co-op) Fourth semester or higher students meeting departmental academic standards may earn credit for an external or internal internship.

Note: The Digital Media & Design Department reserves the right to retain student work for exhibition purposes, online program promotion, and classroom demonstration.

Information Literacy and Writing in the Major Competency Requirements

Basic information literacy skills will be addressed in DMD 1001 Foundations in Digital Media and Design I, DMD 1002 Foundations in Digital Media and Design II, DMD 1101 Design Lab I, DMD 1102 Design Lab II and DMD 2010 History of Digital Culture. Students must successfully complete DMD 3010W Critical Perspectives on Digital Media.

Required Technology

Each DMD student must own a personal portable computer that meets or exceeds posted departmental performance standards. Refer to dmd.uconn.edu (<http://dmd.uconn.edu>) for current standards. Students are also responsible for purchasing and installing the latest version of Adobe Creative Cloud for Education on their personal computer.

Supplemental Academic Standards

- Digital Media Design majors must maintain a minimum cumulative grade point average of 2.7 for all graded coursework at the University of Connecticut.
- Digital Media Design majors must maintain a minimum cumulative grade point average of 3.0 based on all courses required within the Digital Media Design majors.

At the end of each semester, students with a grade point deficiency will be placed on departmental scholastic probation. During the subsequent semester, the student will have the opportunity to improve their standing. In the event that the student's standing does not rise to the minimum level, they will be subject to dismissal from the Digital Media Design major.

University General Education Requirements

Every student must meet a set of core requirements to earn a baccalaureate degree, in addition to those required by the student's major course of study and other requirements set by the student's school or college. For more information about these requirements, please see General Education Requirements (<https://catalog.uconn.edu/undergraduate/gen-ed-requirements/>).

School of Fine Arts Degree Requirements

Students must meet a set of requirements established by the college in addition to the University's General Education requirements. For more information, see the School of Fine Arts (<https://catalog.uconn.edu/undergraduate/fine-arts/#requirements-text>) section of this catalog.