NOTE: At the time of publication, the Bachelor of Science with a major in Digital Media and Design had been approved by the Senate and was awaiting approval by the UK Board of Trustees.

The B.S. degree program in Digital Media and Design offers students an intensive digital media curriculum at a pre-professional level. This degree is available to students who plan to undertake careers in practical and commercial applications of digital design and related technologies involved in the creation and use of digital imagery. Students seeking the Bachelor of Science in Digital Media and Design must complete the following:

College Requirements
Music, Theatre and/or Arts Administration ................................................................. 6

Subtotal: College Required hours ................................................................. 6

UK Core Requirements
See the UK Core section of this Bulletin for the complete UK Core requirements. The courses listed below are (a) recommended by the college, or (b) required courses that also fulfill UK Core areas. Students should work closely with their advisor to complete the UK Core requirements.

I. Intellectual Inquiry in Arts and Creativity
Choose one course from approved list ................................................................. 3

II. Intellectual Inquiry in the Humanities
Choose one:
A-H 105 World Art Before 1400 ............................................................................... 3
A-H 106 Renaissance to Modern Art ......................................................................... 3

III. Intellectual Inquiry in the Social Sciences
Choose one course from approved list ................................................................. 3

IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences
Choose one course from approved list ................................................................. 3

V. Composition and Communication I
CIS/WRD 110 Composition and Communication I ............................................... 3

VI. Composition and Communication II
CIS/WRD 111 Composition and Communication II ............................................... 3

VII. Quantitative Foundations
Choose one course from approved list ................................................................. 3

VIII. Statistical Inferential Reasoning
Choose one course from approved list ................................................................. 3

IX. Community, Culture and Citizenship in the USA
Choose one course from approved list ................................................................. 3

X. Global Dynamics
Choose one course from approved list ................................................................. 3

UK Core hours ........................................................................................................... 30

Subtotal: College Required hours ......................................................................... 6

Graduation Composition and Communication Requirement (GCCR)
ART 301 Professional Practices ............................................................................... 3

Subtotal: GCCR hours ............................................................................................ 3

First-Year Foundation Requirements
Progression Requirement
Students must have earned at least a letter grade of C in each of the premajor courses to progress to major status.

Residency Requirement
Students are required to complete a minimum of two semesters at UK following admission into the B.S. program.

DMAD Foundations

1. A-S 101 Creative Practices in Art Studio (taken first semester) ........................ 1

2. *A-S 001 Foundation Exhibition ....................................................................... 0
   A-S 102 Two-Dimensional Surface .................................................................... 3
   A-S 130 Drawing .................................................................................................. 3
   A-S 200 Introduction to Digital Art, Space and Time ........................................ 3
   A-S 285 Lens Arts ................................................................................................ 3

3. Choose any one Art History and Visual Studies courses
   A-H 101 Introduction to Visual Studies – recommended ................................ 3
   and one additional course from approved list .................................................. 3

   *A-S 001 offered spring only and can be taken concurrently with the last of the following four courses: A-S 102, 103, 130, 200.

   Note: For students interested in sculpture and/or 3-D fabrication, A-S 103 (Three-Dimensional Form) will be required as well.

Foundation Exhibition
Each student in the Foundations Program must participate in an annual exhibition to occur late each spring semester. Students will submit one work of their own selection from the first year’s work for the exhibition, present it professionally, and provide an accompanying artist’s statement. Participation in this exhibition is required and is tracked in *A-S 001, Foundation Exhibition.

* A-S 001 offered spring only. Transfer students should enroll in A-S 001 the first spring semester in which they are enrolled.

Subtotal: Foundation hours ................................................................................... 19

Major Requirements

1. Studio requirements:
   A minimum of 9 art studio courses at the 300 level or above, of which at least 6 are digital-based (printmedia, digital photography, graphic design, video, web-based art, 3-D fabrication, among others) ........................................... 27

2. Career Pathway Core:
   A-S 547 Advanced Digital Projects .................................................................... 3
   A-S 585 Industry Pathways and Practice ............................................................ 3
   ART 301 Professional Practices (GCCR) .......................................................... 3
3. Art History/Visual Culture:
   At least 6 hours of art history, visual studies, film history or theory at or above
   the 300 level from approved list ................................................................. 6

**Subtotal: Major hours:** ................................................................. 42

†At the time of publication, A-S 585 had not been approved by the UK Senate.

**Required Outside Concentration**

In addition to the major requirements, each student with the approval of his or her
academic advisor will select a minimum of 18 hours in related course work in an outside
area of concentration, of which 12 hours must be from a single discipline or focused
area, such as film studies, WRD, media arts, business, etc., and at the 300 level or
above.

**Note:** It is recommended that students pursuing a B.S. degree in Digital Media and
Design enroll in at least one 3-credit internship under one of the following course
numbers: A-H 399, A-S 399, EXP 396, and EXP 397. These extra **Career Pathway Core**
courses may be substituted for an equal number of credits to be taken in the area of
outside concentration.

**Subtotal: Required for Outside Concentration** .................................................. 18

**Electives**

Students must complete 6 hours of free electives.

**Subtotal: Electives** ................................................................. 6

**TOTAL HOURS:** .............................................................................. 121