

Digital Media and Design (B.S.)

College of
Fine Arts

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
plus 39 hours at 300-level or above	
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

II. Intellectual Inquiry in the Humanities

Choose **one**:

A-H 105 World Art Before 1400

A-H 106 Renaissance to Modern Art

III. Intellectual Inquiry in the Social Sciences

Choose one course from approved list

IV. Intellectual Inquiry in the Natural, Physical, and Mathematical Sciences

Choose one course from approved list

V. Composition and Communication I

CIS/WRD 110 Composition and Communication I

VI. Composition and Communication II

CIS/WRD 111 Composition and Communication II

VII. Quantitative Foundations

Choose one course from approved list

VIII. Statistical Inferential Reasoning

Choose one course from approved list

IX. Community, Culture and Citizenship in the USA

Choose one course from approved list

X. Global Dynamics

Choose one course from approved list

UK Core hours **30**

Graduation Composition and Communication Requirement (GCCR)

ART 301 Professional Practices

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 foundation 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

Hours

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-S001 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-S001 offered spring only. Transfer students should enroll in A-S001 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)

2. Career Pathway Core:

A-S 547 Advanced Digital Projects

†A-S 585 Industry Pathways and Practice

ART 301 Professional Practices (GCCR)

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

Subtotal: Major hours: **42**

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

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University of Kentucky is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate, baccalaureate, masters, and doctorate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or online at www.sacscoc.org for questions about the accreditation of University of Kentucky.

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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