Digital Media Design (B.S.)

The B.S. degree program in Digital Media 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.

Admission into the Major

Students who want to major in Digital Media Design must first be admitted into the program. Due to the competitive nature of this program, early applications are encouraged.

Freshman Candidates

a. File a University application with the Office of Undergraduate Admission and the University Registrar by university scheduled dates for fall or spring admission in the year which the student wants to begin the program. For fall admission, applicants must register for and take the American College Test (ACT) or Scholastic Aptitude Test (SAT) on or before the December test date.

b. Apply for admission to the Digital Media Design program using the Digital Media Design Admission Application Form. Requirements are available on the school web site.

c. Submit an essay as required by the Digital Media Design Admission Application Form. The essay will require applicants to express in writing the rationale for their interest in the Digital Media Design profession and what steps they have taken to make an informed decision regarding their choice for a major.

d. The Digital Media Design Admission Application Form with essay will be reviewed in mid-February and mid-April in the year the student wants to begin the program.

Transfer Candidates

a. File a University application with the Office of Undergraduate Admission and the University Registrar by university scheduled date for fall or spring admission in the year which the student wants to begin the program.

b. Apply for admission to the Digital Media Design program using the Digital Media Design Admission Application Form. Requirements are available on the school web site.

c. Submit an essay as required by the Digital Media Design Admission Application Form. The essay will require applicants to express in writing the rationale for their interest in the Digital Media Design profession and what steps they have taken to make an informed decision regarding their choice for a major.

d. The Digital Media Design Admission Application Form with essay will be reviewed in mid-February and mid-April in the year the student wants to begin the program.

Change of Major Candidates

a. Apply for admission to the Digital Media Design program using the Digital Media Design Admission Application Form. Requirements are available on the school web site.

b. Submit an essay as required by the Digital Media Design Admission Application Form. The essay will require applicants to express in writing the rationale for their interest in the Digital Media Design profession and what steps they have taken to make an informed decision regarding their choice for a major.

c. The Digital Media Design Admission Application Form with essay will be reviewed on a rolling basis throughout the year the student wants to begin the program.

Major Admission Selection Process

Candidates will be admitted to the major in order of priority based on demonstrated potential for academic achievement at the freshman level as indicated by high school grade-point average and/or college grade-point average, ACT/SAT scores, and the required essay. Any additional or optional items for consideration will be in the Digital Media Design Admission Application Form. Acceptance will be on a comparative and competitive basis and limited to the number of students the School of Art and Visual Studies: Digital Media Design is able to accommodate in studio.

Students seeking the Bachelor of Science in Digital Media Design must complete the following:

College Requirements

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music, Theatre and/or Arts Administration</td>
<td>6</td>
</tr>
<tr>
<td>plus 39 hours at 300-level or above</td>
<td></td>
</tr>
<tr>
<td><strong>Subtotal: College Required hours</strong></td>
<td><strong>6</strong></td>
</tr>
</tbody>
</table>

UK Core Requirements

See the UK Core section of the 2021-2022 Undergraduate 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

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.
Digital Media and Design (B.S.) • 2

Graduation Composition and Communication Requirement (GCCR)
A-S 585 Industry Pathways and Practice ................................................................. 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 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.

DMDE Foundations

1. A-S 101 Creative Practices (taken first semester) ................................................. 1
2. *A-S 001 Foundation Exhibition ......................................................................... 0
A-S 102 2D ........................................................................................................ 3
A-S 130 Drawing ................................................................................................. 3
A-S 200 Digital Art .............................................................................................. 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 (3D) 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 Digital Media Projects Capstone .......................................................... 3
   A-S 585 Industry Pathways and Practice .............................................................. 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: ....................................................................................... 39

All major requirements must be completed with a grade of C or better.

Required Outside Concentration
Each student, with the approval of his or her academic advisor, will select a minimum of 18 hours in related course work. 6 hours must be at 300 level or above. 12 hours must be from a single discipline or focused area, such as film studies, WRD, media arts, business, etc.

Note: Students pursuing a B.S. degree in Digital Media Design may enroll in internships under one of the following course numbers: A-H 399, A-S 399, EXP 396, and EXP 397 (learning contract required). Up to 6 internship credit hours may be used towards the outside concentration with advisor approval.

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

All required outside concentration requirements must be completed with a grade of C or better.

Electives
Students must complete at least 8 hours of free electives.

Subtotal: Electives ............................................................................................ 8

TOTAL HOURS: ............................................................................................... 120