

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 90 credits in the College of Letters & Science and with 36 of the 90 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. Students are also required to complete University-wide General Education Requirements 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 |
|---|-------|---------|
| Oral and Written Communication | | |
| <i>Part A</i> | | |
| Achieve a grade of C or better in the following course: | | |

| | |
|-------------|--|
| ENGLISH 102 | College Writing and Research (or equivalent) |
|-------------|--|

Part B

Course designated as OWC-B; may be completed through a major-specific course requirement

Quantitative Literacy

Part A

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 ¹ |
| or PHILOS 111 | Introduction to Logic - Critical Reasoning |
| MATH 116 | College Algebra |

Or equivalent course

Part B

Course designated as QL-B; may be completed through a major-specific course requirement

Arts

Select 3 credits 3

Humanities

Select 6 credits 6

Social Sciences

Select 6 credits 6

Natural Sciences

Select 6 credits (at least two courses including one lab) 6

UWM Foreign Language Requirement

Complete Foreign Language Requirement through:

Two years (high school) of a single foreign language

Two semesters (college) of a single foreign language

Or equivalent

UWM Cultural Diversity Requirement

One course from the Arts, Humanities, or Social Sciences must also satisfy UWM's Cultural Diversity requirement

¹ 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

I. English Composition Requirement

Students must satisfy the English Composition Requirement with one of the following options:

- 1) Completing ENGLISH 102 with a grade of C or higher; or
- 2) by placing beyond ENGLISH 102 on the English Placement Test (EPT) (or other assessment as determined by the English Department); or

3) transferring a course of at least 2.5 equivalent credits from another institution that is equivalent to English 102, or a UWM higher-level expository writing course, with a grade of C or higher.

Note: This requirement is the same as the University General Education Requirement for Oral and Written Communication Part A. The College of Letters & Science does not have a specific requirement for a writing course beyond English 102, but students must complete the university-wide requirement for Oral and Written Communication Part B listed above.

II. Mathematics and Formal Reasoning

To satisfy the Mathematics and Formal Reasoning Requirement, students must satisfy the following two requirements:

1. Achieve a placement code of at least 30 on the mathematics placement test (or other appropriate test, as determined by the Mathematical Sciences Department) or earn at least 3 credits with a grade of C or higher in one of the following courses or an equivalent course:

| Code | Title | Credits |
|---------------|---|---------|
| MATH 102 | Mathematical Literacy for College Students II | 3 |
| MATH 103 | Contemporary Applications of Mathematics | 3 |
| MATH 105 | Introduction to College Algebra | 3 |
| MATH 108 | Algebraic Literacy II | 3 |
| MATH 111 | Introduction to Logic - Critical Reasoning ¹ | 3 |
| or PHILOS 111 | Introduction to Logic - Critical Reasoning | |
| MATH 116 | College Algebra | 3 |
| MATH 175 | Mathematical Explorations for Elementary Teachers I | 3 |

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

Note: This requirement is the same as the University General Education Requirement for Quantitative Literacy Part A, listed above.

2. Complete one course (at least 3 credits) at the 200 level or above chosen from courses in Mathematics, PHILOS 211, or Letters and Science statistics courses:

| Code | Title | Credits |
|---|--|---------|
| Complete one of the following: | | |
| 3 or more credits in any 200-level or above Math course | | |
| AFRIC 220 | Introduction to Statistics in African and African Diaspora Studies | |
| ANTHRO 568 | Introduction to Anthropological Statistics | |
| BIO SCI 465 | Biostatistics | |
| ECON 210 | Economic Statistics | |
| GEOG 247 | Quantitative Analysis in Geography | |
| HIST 595 | The Quantitative Analysis of Historical Data | |
| MTHSTAT 215 | Elementary Statistical Analysis | |
| PHILOS 211 | Elementary Logic | |
| POL SCI 390 | Political Data Analysis | |

| | |
|-------------|---|
| POL SCI 392 | Survey Research |
| PSYCH 210 | Psychological Statistics |
| SOCIOL 261 | Introduction to Statistical Thinking in Sociology |

Note: This requirement is NOT the same as the University General Education Requirement for Quantitative Literacy Part B. To complete the BA, students must take one of the L&S approved courses. **Not all of the courses listed here will satisfy the QL-B requirement.**

III. Foreign Language Requirement

Placement testing may be used to satisfy all or part of this requirement. 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.

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

| Code | Title | Credits |
|---|-------|---------|
| Completed in one of the following ways: | | 0-18 |
| Successful completion of the 4th semester of college work or equivalent in one language other than English (including American Sign Language) | | |
| Successful completion of the 3rd semester of college work or equivalent in one language other than English (including American Sign Language) PLUS the 2nd semester of college work or equivalent in another language other than English (including American Sign Language) | | |

IV. International Requirement

See Approved Courses for the L&S International Requirement (<https://catalog.uwm.edu/letters-science/approved-courses-international-requirement/>) for course options.

| Code | Title | Credits |
|---|-------|---------|
| Completed in one of the following ways: | | 9 |
| Complete 3 courses (min. 9 cr) in a single foreign language (not including literature-in-translation or American Sign Language) at the 3rd semester level and above | | |
| Complete 3 non-language courses (min. 9 credits) with an international content chosen from at least 2 curricular areas. | | |
| Complete 9 credits in combination of the two options above. | | |

V. Breadth Requirement

Along with completing the University General Education Requirements of 3 credits in the Arts (A); 6 credits in the Humanities (HU), Social Sciences (SS), and Natural Sciences (NS/NS+); and a course with the Cultural Diversity (CD/+) designation, L&S students must complete the Breadth requirement.

| Code | Title | Credits |
|--|-------|---------|
| Arts | | |
| Select 3 credits | | 3 |
| Humanities | | |
| Complete 12 credits of L&S courses with Humanities Breadth designation; no more than 6 credits from a single subject area. * | | 12 |
| Social Sciences | | |

Complete 12 credits of L&S Courses with Social Science Breadth designation; no more than 6 credits from a single curricular area. *

Natural Sciences

Complete 12 credits of L&S Courses with Natural Sciences Breadth designation, including at least one laboratory or field course; no more than 6 credits from a single curricular area. *

Cultural Diversity

Complete 3 credits in a course with Cultural Diversity (CD) designation. **

* Students should check their course selections carefully with the list of approved L&S Breadth Courses (<https://catalog.uwm.edu/letters-science/breadth-requirement-course-list/>). Students are advised to select at least 6 credits worth of courses in each of the Humanities, Social Science, and Natural Sciences areas that can satisfy both the campus-wide General Education Requirements and the L&S Breadth requirement.

** Students are advised to select a course that satisfies the Cultural Diversity requirement as well as a Humanities or Social Science breadth/GER requirement.

VI. 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/>).

VII. The 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.

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 ¹ |
| 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 | Creative Technologies |
| 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 |
|---------|---|---|

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 |

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|---------------------------------|---|
| ART 309 | Issues in Contemporary Art: |
| ARTHIST/ENGLISH/ FILMSTD 111 | Entertainment Arts: Film, Television, and the Internet (if not selected above) |
| ARTHIST 472 | 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 |

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|---|--|
| 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 |
| Practicing the Digital Arts Expanded Electives | |
| ART 108 | 2D Studio: Concept, Color and Composition |
| ART 118 | Digital Arts: Culture, Theory, Practice (if not selected above) |
| ART 212 | Creative Technologies (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 313 | Creative Coding |
| ART 314 | Digital Painting |
| 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 328 | Forms of Experimental Literature: |
| ENGLISH 431 | Topics in Advanced Communications: |
| ENGLISH 435 | Rhetoric and Professional Writing |

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|--------------------|--|
| 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

¹ 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.

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 and 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 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; and
- 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; and
- 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.edu/navigate360/>) 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.

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.