

DIGITAL ARTS AND CULTURE, BA

The Digital Arts and Culture (DAC) BA is an interdisciplinary degree program, combining courses in the areas of arts, humanities, social sciences, and information studies. The major aims to empower learning communities by leading students to a variety of opportunities: to develop skills and understanding of new knowledge production and research methods; to operate with confidence as media practitioners and global communicators with a diverse range of media literacies; and to collaborate and contribute as creative problem solvers using digital media in a networked culture.

Students who complete the Digital Arts & Culture major will be able to:

- Analyze digital and electronic media systems, explaining what these platforms do and how they do it.
- Engage with complex digital issues: online, offline, via ubiquitous computing hardware and software.
- Organize information, both architecturally and visually, structuring software, websites, advertisements, social media, and more.
- Demonstrate hands-on, collaborative, and cross-disciplinary, media production with artists and designers.

Coursework is drawn from three schools/colleges at UWM: Peck School of the Arts, College of Letters and Science, and School of Information Studies, with an overarching interest in the study and practice of Arts, Information, and Media.

Five categories of courses define the themes of the major:

- **Core Culture**, introducing students to essential cultural and historical dimensions of Digital Art and network practices.
- **Media Systems**, providing an overview of media industries.
- **Digital Composition**, building on the foundations of the 100-level core culture courses, encompassing courses that set out competencies in composing with concepts and tools of digital media for students to achieve.
- **Understanding Digital Culture**, engaging at the upper levels to analyze more complex systems and issues.
- **Practicing the Digital Arts**, also engaging at the upper levels, as a means of gaining practical experience organizing and collaborating in media production processes.

Requirements 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)	
<i>Part B</i>		
Course designated as OWC-B; may be completed through a major-specific course requirement		
Quantitative Literacy		
<i>Part A</i>		
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		
<i>Part B</i>		
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	

ATM SCI 500	Statistical Methods in Atmospheric Sciences
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 (<http://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. *		12
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. *		12
Cultural Diversity		
Complete 3 credits in a course with Cultural Diversity (CD) designation.**		3

* Students should check their course selections carefully with the list of approved L&S Breadth Courses (<http://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 (<http://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	
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 221	Introduction to Design	
ENGLISH 214	Writing in the Professions:	
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	
DAC/ART/INFOST 408	Nonprofit Information Technology	
ENGLISH 310	Writing, Speaking, and Technoscience in the 21st Century	
INFOST 350	Introduction to Application Development	
JAMS/DAC 336	Media Graphics	
Capstone Seminar		
DAC 661	Digital Engagement Seminar	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 302	Anthropology and Popular Culture (if not selected above)	INFOST 340	Introduction to Systems Analysis
ANTHRO 340	Cultures of Online Games and Virtual Worlds	INFOST 465	Legal Aspects of Information Products and Services
ART 150	Multicultural America	INFOST 491	Advanced Topics in Information Science & Technology:
ART 309	Issues in Contemporary Art:	INFOST 674	The Search Engine Society
ARTHIST/ENGLISH/FILMSTD 111	Entertainment Arts: Film, Television, and the Internet (if not selected above)	INFOST 675	Information Technology and Organizations
ARTHIST 472	History and Theory of New Media Art	JAMS 101	Introduction to Mass Media (if not selected above)
COMMUN 310	Communication in Organizations	JAMS 111	Gender and the Media
COMMUN 313	Human Communication and Technology (if not selected above)	JAMS/DAC 113	Internet Culture (if not selected above)
COMMUN 410	Organizational Communication Technology	JAMS 262	Principles of Media Studies
COMMUN 413	Rhetoric and the Internet	JAMS 304	News Literacy
COMMUN 440	Contemporary Problems in Freedom of Speech	JAMS 450	Race and Ethnicity in the Media
COMPLIT 133	Contemporary Imagination in Literature and the Arts	JAMS 460	History of Mass Media
COMPLIT 135	Experiencing Literature in the 21st Century:	JAMS 461	Media Ethics (if not selected above)
COMPLIT 233	Literature and Film:	JAMS 559	Freedom of Expression in the Digital Age
DAC/ANTHRO 140	Games and Society	JAMS 562	Media Studies and Culture
DAC 199	Independent Study	Practicing the Digital Arts Expanded Electives	
DAC 699	Advanced Independent Study	ARCH 390	Special Topics: (Environmental Justice and Milwaukee's Built Environment)
ENGLISH 253	Science Fiction:	ART 108	2D Concepts
ENGLISH/FILMSTD 290	Introduction to Film Studies	ART 118	Digital Arts: Culture, Theory, Practice (if not selected above)
ENGLISH/FILMSTD 291	Introduction to Television Studies	ART 212	Creative Technologies (if not selected above)
ENGLISH 294	Game Culture	ART 221	Introduction to Design (if not selected above)
ENGLISH/FILMSTD 312	Topics in Film, Television and Digital Studies:	ART 253	Introduction to Photography
ENGLISH/FILMSTD 329	Film and Literature	ART 312	Intermediate Digital Studio
ENGLISH/FILMSTD 380	Media and Society: (if not selected above)	ART/FINEART 313	Creative Programming
ENGLISH/FILMSTD 383	Cinema, Television, and Genre:	ART 314	Digital Painting
ENGLISH/FILMSTD 393	Entertainment Industries:	ART 315	Participatory Art and Social Practice
ENGLISH/FILMSTD 394	Theories of Digital Culture:	ART 316	Creative Interfaces
FILMSTD 212	Intermediate Topics in Film and Television Studies:	ART 317	3D Modeling and VR
GLOBAL 202	Introduction to Global Studies III: Globalization and Technology	ART 318	Creative Electronics
GLOBAL 351	Language, Media, and Social Practice in Global Communications	ART 324	Web Design (if not selected above)
HIST 271	The 1960s in the United States: A Cultural History	ART 325	Web Design II
INFOST 110	Introduction to Information Science and Technology (if not selected above)	ART 327	Digital Media Workshop:
INFOST 120	Information Technology Ethics	ART 424	Topics in Web, Interaction and Screen Design:
INFOST 310	Human Factors in Information Seeking and Use (if not selected above)	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: (if not selected above)

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
ENGLISH 436	Technical Documentation
ENGLISH 437	Project Management for Professional Writers
ENGLISH 439	Information Design
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)
FINEART/ART 313	Programming for Artists I
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 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 204	News Writing and Technology
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 332	Introduction to Digital Documentary
JAMS/DAC 336	Media Graphics (if not selected above)
JAMS 399	On-Campus Internship (DAC placement)
JAMS 481	Topics in Social Media:
MUSIC 327	Analog and Digital Synthesis I
MUSIC 328	Digital Synthesis and Systems II
MUSIC 680	Special Studies in Music: (Interactivity and Improvisation)
THEATRE 327	The Digital Theatre - Pocket Tech
THEATRE 337	Sound Production and Digital Editing for Stage and Studio
THEATRE 357	Digital Audio Workstations for Stage and Studio
THEATRE 437	Sound Design and Digital Editing

Total Credits

36

Letters & Science Advising

The College of Letters and Science provides general academic advising for all students with a major in the College, particularly as it relates to campus' general education requirements and the College's degree requirements. We also provide specialized advising for pre-professional students (pre-med, pre-dental, pre-pharmacy, etc.) regardless if their major is in Letters and Science or not. Prospective students, including high school students and students seeking to transfer to a program in Letters and Science may also receive advising from our admissions counselors.

Upon admission, students are assigned an advisor in the College advising office. Academic advising is available Monday through Friday from 8:30 a.m. to 4:30 p.m. by appointment. Appointments outside of these times may be available and phone appointments are available for online students. The advising office (<https://uwm.edu/letters-science/advising/contact-advising/>) is located on the first floor of Holton Hall. Current students should call (414) 229-4654 to schedule an appointment or use the Navigate website (<https://uwmilwaukee.campus.eab.com>) to make an appointment with your assigned advisor; online scheduling is only available if you already have a Letters & Science advisor assigned to you. Prospective students should call (414) 229-7711 or email let-sci@uwm.edu.

When students declare a major, they will receive an additional faculty advisor located within the major department who will assist with requirements for that major. Students should read the "Declaration of Major" information on the website of the major that they are interested in. In some cases, the student will need to choose a faculty advisor as part of the declaration process.

All students are cautioned to consult their Letters & Science academic advisor AND their major advisor prior to each registration period to ensure they understand all requirements. Do not rely on pre-printed sample plans, as they are intended to be samples only and may not be right for your particular situation.

Honors in the 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 (<http://catalog.uwm.edu/opportunities-resources/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).

You are strongly advised to consult both the DAC advisor and your L&S advisor to ensure you stay on track towards a degree.

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.

Contact Information

Current Students contact Senior Lecturer Marc Tasman,
mtasman@uwm.edu

Prospective Students contact a Letters & Science Admissions Counselor
at

(414) 229-7711 or let-sci@uwm.edu

<http://uwm.edu/digital-arts-culture/undergraduate/>