

DIGITAL ARTS AND CULTURE, UNDERGRADUATE CERTIFICATE

The Digital Arts and Culture (DAC) undergraduate certificate is an interdisciplinary degree program, combining courses in the areas of arts, humanities, social sciences, and information studies.

The program 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 in the Digital Arts & Culture program 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 program:

- **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.

Eligibility

The certificate program is open to all students seeking a bachelor's degree from UWM, to students who previously received a bachelor's degree from UWM or any other accredited college or university, and to those who do not plan to pursue a college or university degree (non-degree students) but who have a strong interest in this subject. To be admitted to the university as non-degree students, individuals must meet regular university admission requirements. Students who complete the certificate as part of their undergraduate work are awarded the certificate at the time of graduation. Students already possessing a bachelor's degree and non-degree students receive the certificate upon completion of the program requirements.

Requirements

To obtain the certificate, students must complete a minimum of 24 credits with a GPA of 2.0 or above; at least 9 of these credits must be at the 300 level or above. At least 12 credits must be in courses from the College of Letters and Science, and at least 6 of the L&S credits must be at the 300 level or above. No more than 15 credits from a single curricular area may apply toward satisfaction of the certificate requirements. The following requirements must be met. All courses are 3 credits unless otherwise noted.

Code	Title	Credits
Core Culture Courses		
Select one of the following:		3
ART 118	Digital Arts: Culture, Theory, Practice	
JAMS 113	Internet Culture	
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	
Understanding Digital Culture Courses		
Select one of the following:		3
ART 309	Issues in Contemporary Art:	
COMMUN 313	Human Communication and Technology	
ENGLISH 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 336	Media Graphics	
Total Credits		12

Electives

Select 12 additional credits from the lists below, including at least 6 credits from Understanding Digital Culture and 6 credits from Practicing the Digital Arts. At least one of these courses should be numbered 300 or above.

Understanding Digital Culture Electives

Code	Title	Credits
Enroll in and complete 6 credits:		
ANTHRO/DAC 140	Games and Society	
ANTHRO 302	Anthropology and Popular Culture (if not selected above)	
ANTHRO 340	Cultures of Online Games and Virtual Worlds	

ART 150	Multicultural America
ART 309	Issues in Contemporary Art: (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 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/ARTHIST/ FILMSTD 111	Entertainment Arts: Film, Television, and the Internet (if not selected above)
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 specific title 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
HIST 271	The 1960s in the United States: A Cultural History
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

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
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
JAMS 559	Freedom of Expression in the Digital Age
JAMS 562	Media Studies and Culture

Practicing the Digital Arts

Code	Title	Credits
Enroll in and complete 6 credits:		
ARCH 390	Special Topics:	
ART 108	2D Studio: Concept, Color and Composition	
ART 118	Digital Arts: Culture, Theory, Practice (if not selected above)	
ART 212	Creative Technologies	
ART 221	Introduction to Design	
ART 253	Introduction to Photography	
ART 312	Intermediate Digital Studio (if not selected above)	
ART 313	Creative Coding	
ART 314	Digital Painting	
ART 315	Participatory Art and Social Practice	
ART 316	Creative Interfaces	
ART 317	3D Modeling 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	
DAC 661	Digital Engagement Seminar	
ENGLISH 206	Technical Writing	
ENGLISH 214	Writing in the Professions: (Writing and Social Media for Careers)	
ENGLISH 240	Rhetoric, Writing, and Culture:	
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
FINEART/ART 313	
GEOG 215	Introduction to Geographic Information Science
GEOG 525	Geographic Information Science
INFOST 240	Web Design I
INFOST 320	Web Design II
INFOST 350	Introduction to Application Development
INFOST 375	Multimedia Web Design
INFOST/ART/DAC 408	Nonprofit Information Technology
INFOST 685	Electronic Publishing and Web Design
JAMS 113	Internet Culture (if not selected above)
JAMS 201	Media Writing
JAMS 204	News Writing
JAMS 207	Introduction to Advertising and Public Relations
JAMS 231	Publication Design
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	Studio Techniques
MUSIC 328	Interactive Electronic Music
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

Credits earned at other institutions equivalent to courses in the certificate program may be accepted in partial fulfillment of the program requirements, subject to review by the Certificate Program Committee.

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/certificate/>