

# 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 2.50 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
<b>Foundation Culture Courses</b>		
Select one of the following:		3
ART 118	Digital Arts: Culture, Theory, Practice	
JAMS 113	Internet Culture	
<b>Media Systems Courses</b>		
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	
<b>Understanding Digital Culture Courses</b>		
Select one of the following:		3
ANTHRO 302	Anthropology and Popular Culture	
COMMUN 310	Communication in Organizations	
COMMUN 313	Human Communication and Technology	
ENGLISH 210	Global Englishes	
ENGLISH 380	Media and Society:	
INFOST 310	Human Factors in Information Seeking and Use	
JAMS 356	Media Literacy	
<b>Practicing the Digital Arts Courses</b>		
Select one of the following:		3
ART 312	Intermediate Digital Studio	
ART 324	Web Design	
ENGLISH 439	Information Design	
INFOST 350	Introduction to Application Development	
INFOST 430	Multimedia 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 302	Anthropology and Popular Culture (if not selected above)	

ANTHRO 340	Cultures of Online Games and Virtual Worlds	INFOST 110	Introduction to Information Science and Technology (if not selected above)
ART 309	Issues in Contemporary Art:	INFOST 120	Information Technology Ethics
ARTHIST/ENGLISH/ FILMSTD 111	Entertainment Arts: Film, Television, and the Internet (if not selected above)	INFOST 310	Human Factors in Information Seeking and Use (if not selected above)
ARTHIST 472	History and Theory of New Media Art	INFOST 465	Legal Aspects of Information Products and Services
COMMUN 310	Communication in Organizations	INFOST 674	The Search Engine Society
COMMUN 313	Human Communication and Technology (if not selected above)	INFOST 675	Information Technology and Organizations
COMMUN 410	Organizational Communication Technology	JAMS 101	Introduction to Mass Media (if not selected above)
COMMUN 413	Rhetoric and the Internet	JAMS 111	Gender and the Media
COMMUN 440	Contemporary Problems in Freedom of Speech	JAMS 260	Contemporary Non-Fiction Media
COMPLIT 133	Contemporary Imagination in Literature and the Arts	JAMS 262	Principles of Media Studies
COMPLIT 135	Experiencing Literature in the 21st Century:	JAMS 356	Media Literacy (if not selected above)
COMPLIT 233	Literature and Film:	JAMS 450	Race and Ethnicity in the Media
DAC 199	Independent Study	JAMS 460	History of Mass Media
DAC 699	Advanced Independent Study	JAMS 461	Media Ethics
ENGLISH/ARTHIST/ FILMSTD 111	Entertainment Arts: Film, Television, and the Internet (if not selected above)	JAMS 559	Freedom of Expression in the Digital Age
ENGLISH 253	Science Fiction:	JAMS 562	Media Studies and Culture
ENGLISH 290	Introduction to Film Studies	JAMS 645	Seminar in Health and the Media
ENGLISH 291	Introduction to Television Studies		
ENGLISH 294	Game Culture		
ENGLISH/FILMSTD 312	Topics in Film Studies: (Cinema and Digital Culture or Science Fiction - Utopia and Dystopia)		
ENGLISH 329	Film and Literature		
ENGLISH 380	Media and Society: (if specific title not selected above)		
ENGLISH 383	Cinema and Genre:		
ENGLISH 394	Theories of Mass Culture:		
FILMSTD/ARTHIST/ ENGLISH 111	Entertainment Arts: Film, Television, and the Internet (if not selected above)		
FILMSTD 212	Intermediate Topics in Film Studies: (with approved subtitle)		
FILMSTD 290	Introduction to Film Studies		
FILMSTD 291	Introduction to Television Studies		
FILMSTD/ENGLISH 312	Topics in Film Studies: (Cinema and Digital Culture or Science Fiction – Utopia and Dystopia)		
FILMSTD 329	Film and Literature		
FILMSTD 380	Media and Society:		
FILMSTD 383	Cinema and Genre:		
FILMSTD 394	Theories of Mass Culture:		
GLOBAL 202	Introduction to Global Studies III: Globalization and Technology		
GLOBAL 351	Language, Media, and Social Practice in Global Communications		
GLOBAL 500	(Global Communication)		
GLOBAL 551			

### Practicing the Digital Arts

Code	Title	Credits
Enroll in and complete 6 credits:		
ART 118	Digital Arts: Culture, Theory, Practice (if not selected above)	
ART 212	Introduction to Digital Studio: A/V Strategies	
ART 218	2D Design Strategies	
ART 221	Introduction to Design	
ART 253	Introduction to Photography	
ART 312	Intermediate Digital Studio (if not selected above)	
ART 316	Interactive and Multimedia Art	
ART 318	Electronics and Sculpture	
ART 324	Web Design (if not selected above)	
ART 325	Web Design II	
ART 327	Digital Media Workshop:	
ART 393	Digital Printmaking	
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 202	Writing in the Humanities	
ENGLISH 214	Writing in the Professions: (Writing and Social Media for Careers)	
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 (if not selected above)
ENGLISH 515	Literature and the Other Arts:
FILM 201	Introduction to Experimental Media Arts
FILM 222	Introduction to Digital Filmmaking
FILM 255	Introduction to Digital Arts
FILM 302	Video in the Classroom
FILM 380	Media Arts Module:
FINEART 313	Programming for Artists I
GEOG 215	Introduction to Geographic Information Science
GEOG 525	Geographic Information Science
INFOST 240	Web Design I
INFOST 340	Introduction to Systems Analysis
INFOST 430	Multimedia Application Development (if not selected above)
INFOST 491	Advanced Topics in Information Science & Technology: (Flash)
INFOST 685	Electronic Publishing and Web Design
JAMS 113	Internet Culture (if not selected above)
JAMS 204	News Writing and Technology
JAMS 231	Publication Design
JAMS 232	Photojournalism
JAMS 332	Introduction to Digital Documentary
JAMS 336	Media Graphics (if not selected above)
JAMS 356	Media Literacy (if not selected above)
JAMS 399	On-Campus Internship (DAC placement)
MUSIC 327	Analog and Digital Synthesis I
MUSIC 328	Digital Synthesis and Systems II
MUSIC 680	Special Studies in Music: (Interactivity and Improvisation)
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/>