

Digital Culture and Design

√ Major
√ Minor

Description of the major:

The Bachelor of Arts in digital culture and design is a cross-disciplinary and multi-modal approach to the production, distribution, management and critical analysis of digital culture as well as the application of digital solutions to research projects in the humanities disciplines. Benefiting from an array of pedagogies that take advantage of contemporary instructional technologies, students will acquire the knowledge base and skills necessary to create, market, organize, evaluate and disseminate digital content informed by the humanities. In creating the content for their projects, students will also hone their skills in research, writing, critical thinking and cultural awareness. More importantly, students will explore a critical, reflexive approach to the design, creation and utilization of digital technologies in the humanities by examining the impacts of such technologies on humanistic expression.

Areas of study:

- New media history and theory
- Digital writing and publishing
- Digital curation and text digitization
- Archival research
- 3D reconstruction
- Geographical information systems
- Social media marketing and research
- New media and literature
- Interactivity and animation

The student experience:

- The curriculum is distinctive on a national level because it emphasizes critical thinking alongside the development of a set of specific digital skills that are relevant across business, arts and academia.
- The program offers a hybrid model of delivery, providing students with the opportunity to learn in traditional classrooms and online.

- The program combines liberal arts-based critical-thinking skills with experiential learning and the development of intensive training in computer coding and digital curation, and web-based design, analytics, animation and innovations across the spectrum of emerging new media platforms and discourse.
- The final year of the degree requires faculty oversight of a specific project (connected to the Athenaeum Press; faculty digital research projects; curation and digitization of archives and texts; Ashes2Art; online components of COHFA journals and magazines; development of virtual texts and mobile applications for archaeological/anthropological field research; locative media and GIS projects; and other faculty-directed independent initiatives).
- The curriculum guides students toward internships that allow them to bring their digital skills and critical acumen into nonprofits, museums and new media industries.
- The program is linked to a new humanities computing facility, the Edwards Digital Commons, which features advanced 3D and animation computing; interactive conferencing; and a state-of-the-art interactive digital classroom.

Beyond the classroom:

- Digital and multimedia journalism
- Online editing, writing and publishing
- Museum curation
- Interactive exhibit design
- Social media research and marketing
- Web design and writing
- Digital art and design
- Gaming and animation
- Library resource management
- Archival management
- Virtual public history

For more information:

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