



**Communication, Information, & Design
Digital Media Art & Design
Bachelor of Arts
Traditional**

Program Coordinator: J. Strickland

The Bachelor of Arts degree in Digital Media Art & Design (DMAD) prepares students to enter the quickly expanding field of digital media. The degree focuses specifically on how visual media such as digital photography, videography, and graphic design are used to promote ideas in the contemporary world of visual language and media communication. Understanding both the technical and the conceptual processes to produce captivating and affective imagery allows students to enter the job market through a variety of positions according to the strengths of the individual.

Through a uniquely designed progression of courses, students become fluent in both conceptual visual language and efficient technical practices which build the foundation necessary to compete in an industry that is continually evolving.

The DMAD student must be self-motivated and goal-oriented. The world of visual language is open to interpretation, and the DMAD student will step into the role of creator and interpreter. He or she has to be open to critical feedback as a necessary tool for growth and success.

The inclusion of a business course designed specifically for the visual artist is one unique factor in the Digital Media Art & Design program. This course equips students with the knowledge and confidence necessary to become a valuable team member for an existing firm or to strike out on an innovative business venture of their own. The combination of business acumen, conceptual insight, and technical ability set the DMAD student apart in the digital media marketplace.

Technology Requirements

Students pursuing a major or minor in DMAD are required to have an Apple computer with the current version of Microsoft Office and Adobe Creative Cloud; a DSLR camera with video capabilities and full manual controls; and a portable external hard drive.

Student Learning Outcomes

The Digital Media Art & Design program fully supports the Mission and Vision of King University. The curriculum and experiences provided in the DMAD program will give the King graduate the skills necessary to enter into a purposeful career and to build a meaningful life of achievement. The knowledge gained will ready the DMAD graduate to transform culture in Christ through intentional visual language.

1. Conceptual: Students will create visually compelling imagery through self-exploration of the successful image making process. They will articulate personal vision, critical thinking, and evaluation. Students will be expected to recognize and place themselves within a historical and cultural context and be able to justify aesthetic decision-making in their own work.

2. Digital: Students will identify and employ techniques in editing, post-production, image manipulation, digital illustration, and design to create successful imagery using the latest industry standard software.
3. Technical: Students will demonstrate a comprehensive understanding of technical practices with the equipment of their discipline including camera type and format, lighting equipment, audio capture devices, and illustration tools.
4. Business: Students will recognize, conceptualize, formulate and apply sound business principles of management, marketing, and accounting. They will demonstrate self-motivation and ethical practices while building business models that will facilitate entry into a desired market. Students will present and conduct themselves professionally. They will analyze and evaluate markets to gain an understanding of viable career paths and industry expectations.

Comprehensive Assessment in DMAD

All candidates for a degree from King are required to demonstrate competency in their major field. The comprehensive assessment in the DMAD program consists of a capstone project that is proposed and executed by the student. The student must hold an exhibition of their work and make a minimum of a C- on their comprehensive assessment.

DMAD Major Requirements

DMAD 1600	
Media Production.....	4 s.h.
PHOT 2010	
Digital Photography	4 s.h.
PHOT 3010	
Lighting	4 s.h.
PHOT 2500	
Advanced Digital Imaging.....	4 s.h.
DMAD 2900	
Project Lab I.....	2 s.h.
DMAD 3200	
Imagery in Society	4 s.h.
DMAD 3210	
Contemporary Media Studies	4 s.h.
DMAD 3220	
Introduction to Visual Rhetoric and Graphic Design	4 s.h.
DMAD 3640	
Digital Media Business Practices	4 s.h.
DMAD 3020	
DSLR/DSLM Video Production.....	4 s.h.
DMAD 3030	
Advanced Lighting	4 s.h.
DMAD 3410	
Intermediate Graphic Design	4 s.h.
Prerequisites: PHOT 2500, DMAD 3220	
DMAD 3420	
Advanced Graphic Design.....	4 s.h.
DMAD 3900	
Project Lab II	2 s.h.

DMAD 4020	
Advanced Web.....	4 s.h.
DMAD 4900	
Project Lab III.....	2 s.h.
DMAD 4990	
Comprehensive Assessment	0 s.h.

Summary of Total Credits

Core Curriculum	42 s.h.
Major Requirements.....	58 s.h.
Electives/Minor/2 nd Major	24 s.h.
Minimum to Earn Bachelor of Arts	124 s.h.