

# DIGITAL MEDIA, ARTS, AND TECHNOLOGY, B.A.

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**Begin Campus:** Any Penn State Campus

**End Campus:** Erie

## Program Learning Objectives

- **Analysis and Synthesis:** Gain experience with analyzing digital works. Analyze a range of media structures and workflows, and apply systems thinking to gain a holistic understanding of the component parts of a project.
- **Apply Contexts:** Interpret and apply historical, cultural, and theoretical contexts important for digital productions.
- **Design scholarly and artistic projects:** Students design digital projects in multimedia and gain experience with production workflows and portfolio construction. Students should design work effectively to engage target audiences.
- **Digital Literacy:** Gain experience in identifying, researching, and solving technical problems in the process of developing digital projects. Technical problems include: translating file formats, writing and adapting computer code, designing and laying out custom interfaces or displays, working with a variety of software applications and understanding their asset dependencies, adapting a software system in a new or unfamiliar way, accessing and visualizing information, or otherwise solving production issues as they arise in the completion of a project.