

BACHELOR OF SCIENCE IN DIGITAL MEDIA



WHAT IS DIGITAL MEDIA?

Digital Media (DM) is the creative convergence of digital arts, science, technology and business for human expression, communication, social interaction, and education. The Digital Media curriculum stresses the “producer” and “strategist” aspects of digital media and emphasizes the business aspect of field along with its technical and aesthetic aspects. Digital Media, part of the Graphic Communications cluster of industries, is a dynamic and ever-changing field and is ranked among the largest industries in the United States. Through leadership and strategic talents, Digital Media students create a communications tapestry by weaving together people and the technologies of print, packaging, photography, motion media, social media, game app design, and web design.

CAREERS IN DIGITAL MEDIA

Digital Media students at the University of Houston (UH) Cullen College of Engineering’s Technology Division will be prepared for careers in the digital media industry and graduate school programs in Information Science, Communication/Media Studies and Production, Business, and Technology. Graduates of the program are highly sought after media strategists, designers, producers, and researchers for a wide range of agencies and organizations. Graduates have a wide range of expertise in user experience research, digital graphics, content strategy, printing/packaging, social media analytics, motion-media, 2-D and 3-D animation, and augmented/virtual reality. The Cullen College of Engineering also has a dedicated Engineering Career Center which connects hundreds of students each year to internships and full-time positions.

WHY EARN YOUR DIGITAL MEDIA DEGREE AT THE UNIVERSITY OF HOUSTON?

ACADEMIC

The Digital Media program and the Cullen College of Engineering’s Technology Division prepares undergraduate students to be highly qualified, sought-after, and technologically skilled media strategists, producers, designers, and researchers. The Digital Media program is unique in that it combines theory and practice, offering hands-on learning as well as cutting edge research opportunities.

Digital Media students will gain a broad range of competencies across the media landscape, such as digital graphics, user experience, content strategy, information technology applications, visual production, augmented/virtual reality, social media applications and analytics, and Transmedia Marketing®. Digital Media students also learn about the business aspects of Digital Media such as costing, production management, and leadership.

The Digital Media program gives students a foundation and understanding of all aspects of digital media and the opportunity to participate in several research labs. When it comes to communicating a message, the mantra of the Digital Media program echoes through our hallways, “The right message to the right person at the right time with the right medium.” There are a variety of ways to reach an audience, but for a message to have an impact, it needs to have a strategic plan for communication. The Digital Media program teaches the tools needed to facilitate communication and helps students understand strategic thinking, problem solving, and how to analyze Digital Media research/data.

RESEARCH

The Digital Media research program has a Fulbright scholar on the faculty and several internationally recognized research labs. Undergraduate students have the opportunity to work in state of the art labs, with the latest headsets, devices, eye-trackers, and analytic tools in the CougAR Lab (www.uhcoularlab.com), the UH-UX Lab (<http://uh-uxlab.com/>), and the Social Media and Inclusive Health Lab. These labs are all directed by Digital Media faculty and housed in the program. The research faculty have been funded through grants from the National Science Foundation, National Institute of Health, National Endowment for the Humanities, and IBM. Their research appears in top journals in information science and emerging media such as *New Media & Society*, *Computers and Human Behavior*, *Information, Communication, & Society*, *Telematics & Informatics*, *Information and Organization*, *Social Media & Society*, *Mobile Media & Communication*, *Mass Communication & Society*, *Health Communication*, *Journal of Broadcasting & Electronic Media*, *Science, Technology, & Human Values*, *Journal of Virtual Worlds Research*, *Communication Studies*, and many others.

SCHOLARSHIPS

Merit-based scholarships are awarded by the Cullen College of Engineering’s Technology Division. Scholarships are also offered by the UH Office of Scholarships and Financial Aid. Additionally, the university’s co-op program offers students the opportunity to receive career training while financing their education. [Learn more at https://dot.egr.uh.edu/advising/financial-aid/scholarships](https://dot.egr.uh.edu/advising/financial-aid/scholarships).

STUDENT ORGANIZATIONS

Students are encouraged to join academic and professional organizations to build leadership, communication, and networking skills. The Digital Media program has several registered student organizations that are open to majors and minors. The Digital Media Student Council works with the faculty to host professional development workshops, mentorship programs, culture building activities, and graduation events. The Digital Media Student Council is elected by the student body to represent them. The UH Animation Club was founded by Digital Media students interested in the area, and they regularly host sessions with industry professionals to receive career guidance in the field of graphics and animation. The Graphic Communications Education Association Chapter at the UH Cullen College of Engineering’s Technology Division aims to help students develop their professional skills, provide career opportunities, and create relationships through student involvement within the digital media field.

DIGM FAST FACTS

574 Total Undergraduate Students

12 Total Faculty

\$84,890.00* Average Salary

46:1 Student-to-Faculty Ratio Across the University

* https://www.bls.gov/oes/current/oes_nat.htm#27-0000



Technology Division
Cullen College of Engineering

YEAR 1

SEMESTER 1		SEMESTER 2		Total	
ENGL 1301	First Year Writing I	3	ENGL 1302	First Year Writing II	3
*DIGM 1300	Intro to Digital Media	3	*DIGM 1350	Graphics for Digital Media	3
HIST 1301	U.S. to 1877	3	*DIGM 1376	User Experience (UX) Principles	3
CORE	Creative Arts	3	HIST 1302	U.S. since 1878	3
MATH 1332 or MATH 1314	Contemporary Math or College Algebra	3	MATH 1324	Finite Math w/ Applications	3
Semester Hours 15		Semester Hours 15		30	

YEAR 2

SEMESTER 1		SEMESTER 2		Total	
*DIGM 2353	Page Layout & Design	3	*DIGM 2376	UX Principles 2	3
*DIGM 2357	Content Strategy & Development	3	*DIGM 2325	IT Applications for DIGM	3
MATH 1342	Elementary Statistical Methods	3	CORE	Social & Behavioral Science	3
HDCS 1300	Family Ecosystems & Tech	3	PHIL 1321	Logic I	3
GOVT 2306	US & Texas Constitution & Politics	3	GOVT 2305	US Government	3
Semester Hours 15		Semester Hours 15		30	

YEAR 3

SEMESTER 1		SEMESTER 2		Total	
*DIGM 3358	Augmented & Virtual Reality	3	*DIGM 3357	Social Media Apps & Analytics	3
*DIGM 3354	Principles of Video Production	3	CORE	Life & Physical Sciences	3
CORE	Life & Physical Sciences	3	*Technical Elective	See advisor	3
*Minor	Technology Leadership & Innovation Management or Applied Innovations	3	*Minor	Technology Leadership & Innovation Management or Applied Innovations	3
*CIS 3320	Data Visualization & Analysis	3	*Technical Elective	See advisor	3
Semester Hours 15		Semester Hours 15		30	

YEAR 4

SEMESTER 1		SEMESTER 2		Total	
*DIGM 4372	Digital Media Production Management	3	*DIGM 4379	Transmedia Marketing	3
*DIGM 4351	Portfolio Development	3	*DIGM 4378	Senior Project	3
CORE	Language, Philosophy & Culture	3	*Technical Elective	See advisor	3
HIST 1302	U.S. since 1877	3	*Minor	Technology Leadership & Innovation Management or Applied Innovations	3
Tech ELEC	See advisor	3	*Minor	Technology Leadership & Innovation Management or Applied Innovations	3
*Minor	Technology Leadership & Innovation Management or Applied Innovations	3			
Semester Hours 15		Semester Hours 15		30	
				TOTAL SEMESTER HOURS 120	

FOR MORE INFORMATION

*Students should meet with their academic advisor to formulate their own plan. Course offerings are subject to change.

UH Cullen College of Engineering Technology Division: <https://dot.egr.uh.edu/>
Digital Media Undergraduate Program: <https://dot.egr.uh.edu/digitalmedia> | Email: asc@uh.edu

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