

# CULLEN COLLEGE OF ENGINEERING TECHNOLOGY DIVISION

## Bachelor of Science, Digital Media

### Four-Year Academic Map 2023-2024

YEAR 1	Semester 1 Fall			Semester 2 Spring			Total
	ENGL 1301	First Year Writing I	3	ENGL 1302	First Year Writing II	3	
	<b>*DIGM 1300</b>	<b>Intro to Digital Media</b>	3	<b>*DIGM 1350</b>	<b>Graphics for Digital Media</b>	3	
	HIST 1301	U.S. to 1877	3	<b>*DIGM 1376</b>	<b>User Experience (UX) Principles</b>	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 Fall			Semester 2 Spring			Total
	<b>*DIGM 2353</b>	<b>Page Layout &amp; Design</b>	3	<b>*DIGM 2376</b>	<b>UX Principles 2</b>	3	
	<b>*DIGM 2357</b>	<b>Content Strategy &amp; Development</b>	3	<b>*DIGM 2325</b>	<b>IT Applications for DIGM</b>	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 Fall			Semester 2 Spring			Total
	<b>*DIGM 3358</b>	<b>Augmented &amp; Virtual Reality</b>	3	<b>*DIGM 3357</b>	Social Media Apps & Analytics	3	
	<b>*DIGM 3354</b>	<b>Principles of Video Production</b>	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 Fall			Semester 2 Spring			Total
	<b>*DIGM 4372</b>	<b>Digital Media Production Mang</b>	3	<b>*DIGM 4379</b>	Transmedia Marketing	3	
	<b>*DIGM 4351</b>	<b>Portfolio Development</b>	3	<b>*DIGM 4378</b>	Senior Project	3	
	CORE	Language, Philosophy & Culture	3	*Technical Elective	See advisor	3	
	*Technical Elective	See advisor	3	*Minor	Technology Leadership & Innovation Management or Applied Innovations	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
						120	

Courses in Bold are important prerequisites and should be taken as early as students are able.

\*Offered at UH Sugar Land campus.

Students should meet with their academic advisor to formulate their own plan.