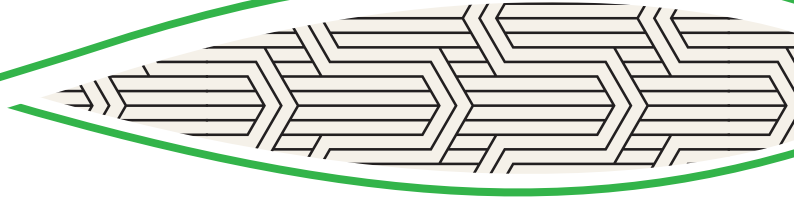


Digital Design BA

2017-2018
Academic Year



School of Professional Advancement

125 Gibson Hall

Phone: (504) 865-5555

Email: askscs@tulane.edu

<https://sopa.tulane.edu>

GENERAL REQUIREMENTS FOR STUDENTS MATRICULATING IN ACADEMIC YEAR: 2017-2018

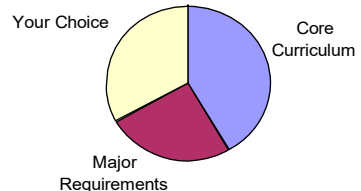
DEGREE: **BACHELOR OF ARTS**

TOTAL CREDITS: 120

MAJOR: DIGITAL DESIGN

MINIMUM CUMULATIVE GRADE POINT AVERAGE: 2.0

MINIMUM MAJOR GRADE POINT AVERAGE: 2.0

CORE CURRICULUM REQUIREMENTS			MAJOR REQUIREMENTS	30 CREDITS
Area	Credits	To Be Selected From	Required Courses - 21 credits	
First Year Writing	4	ENGL 1010 or Equivalent	MDAR 1020 – Introduction to Digital Design	
TIDES – 1 course in fall semester	1-1.5		MDAR 2810 – Web Design	
Foreign Language – Competence at 2030-Level (1-4 courses depending on placement and language)	3-12	Arabic, Chinese, French, German, Greek, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, or Spanish	MDAR 2200 – Digital Illustration	
Cultural Knowledge – Humanities/ Fine Arts 1 Humanities 1 Fine Arts 1 Humanities or Fine Arts	9	Courses from departments designated Humanities and Fine Arts	MDAR 2300 – Digital Imaging	
Cultural Knowledge – Social Science 3 courses from 2 different disciplines	9	Courses from departments designated Social Science	MDAR 2350 – Graphic Design I	
Quantitative Reasoning	3-4	Math or PHIL 1210	MDAR 3200 – Animation I	
Scientific Inquiry – 1 Lab Science 1 Science or Math 1 Science or Math	10-12	Courses from departments designated Science and Math	MDAR 4300 – Animation II	
Writing Intensive	4		Two Courses from the following – 6 credits	
Public Service – 1 st Tier 2 nd Tier		1000-3000-Level 3000-Level or Above	MDAR 2050 – Media and the Law	
Western Traditions	3	Refer to Undergraduate Core Curriculum Guide	MDAR 2100 – Visual Communication	
Outside Western Traditions Or Comparative Cultures Intl. Perspectives	3	Refer to Undergraduate Core Curriculum Guide	MDAR 3350 – Graphic Design II	
Students enrolled in Newcomb-Tulane College cannot pursue a minor in Digital Design.			MDAR 4320 – Digital Portfolio Development	
			One Course – 3 credits MDAR 5010 – Media Arts Practicum	
			NDA	
			<p>To complete the required 120 hours, you may choose to take additional courses:</p> <ol style="list-style-type: none"> In your major Of interest to you To satisfy another major (32 hours) To satisfy another minor (16 hours) 	
			 <p>A pie chart illustrating the distribution of 120 total hours. The chart is divided into three segments: 'Your Choice' (yellow, approximately 33.3%), 'Core Curriculum' (blue, approximately 33.3%), and 'Major Requirements' (red, approximately 33.3%).</p>	

- The Degree Plan and other information provided in this booklet serve only as advising tools. Newcomb-Tulane College advisors will help advise you on the core-curriculum, decide on a major, and consult on any academic success issues.
- Your major advisor (Amanda Garcia (504) 865-555 agarcia11@tulane.edu) will advise you on major requirements.
- Students with multiple majors will have more than one advisor and will need to consult with the appropriate advisor.
- Minors are not assigned an advisor, but a faculty member in the department is designated to advise minors.
- Become familiar with your major! By declaring early, you have access to a major advisor, are able to enroll in "majors only" classes, and are included in list serves that allow you to receive information about events, internships, and other opportunities.
- Pre-med and Pre-law students should also consult with one of the Pre-Professional advisors.

What Can I Do with a Major in...

Digital Design BA

GENERAL INFORMATION

- With a Digital Design degree, you will be provided with the skills to create designs for print, photography, multimedia, or Web design
- Approximately 3 in 10 digital designers are self-employed. Freelance designers must develop strong abilities in networking, sales and persuasion.
- Be prepared to start entry-level and work your way up the career ladder. Take a first job based on the industry and type of design you desire to work with because work from your first job will comprise your professional portfolio.
- Digital Designers are typically artistically skilled, imaginative, and effective problem-solvers.
- Subscribe to and read design-related periodicals. Student design magazines solicit student work and have regular competitions. Try to get your work published.
- Become familiar with and gain experience using many computer graphics and design software packages. Plan to stay up-to-date on new developments in the industry.
- While you are still in college, begin to assemble a portfolio of work samples.
- Complete a related internship or work on campus publications to gain valuable experience. Volunteer to create publications for campus organizations.
- Develop excellent communication skills and learn to work well on a team of professionals.
- Develop problem-solving skills, attention to detail and the ability to meet deadlines.

SKILLS

- Excellent creativity, critical thinking and problem-solving skills
- Ability to work on a team
- Strong art, technology & marketing skills to communicate a message
- Exceptional art talent and creativity
- Ability to design visual projects, create them & present them to peers
- Negotiation and marketing skills
- Organization and planning skills
- Proficiency for accurate detail
- Capability of working with a wide range of software programs
- Ability to meet deadlines
- Aptitude for spatial relationships

CAREER AREAS

PRINT DESIGN

- Print Design
- Periodical Design (Newspaper/Magazine)
- Book Publishing
- Brochure/Newsletter Design
- Cover Design (Book, CD, Video)
- Publicity
- Advertising Layout
- Photo Editing
- Illustration
- Logo Design

EMPLOYERS

- Design firms
- Publishing houses
- In-house creative departments
- Nonprofit organizations
- Universities
- Publishers – magazine, periodical, book, directory, newspaper
- Advertising agencies
- Publicity firms
- Large retail stores
- Government agencies
- Self-employed (freelance)

THREE DIMENSIONAL DESIGN

- Signage Design
- Packaging Design
- Exhibition Design
- Promotional Display Design

- Design firms
- Advertising agencies
- Government agencies
- Product design divisions of large corporations
- In-house creative departments
- Museums and attractions
- Self-employed (freelance)

If you think you might be interested in this major, but you are not absolutely sure, an exploratory advisor can help you explore major and career options, please go to:



If you are interested in information about Law Professions, please go to:



If you are interested in information about Health Professions, please go to:



What Can I Do with a Major in...

Digital Design BA

ELECTRONIC MEDIA DESIGN/4D DESIGN

- Multimedia
- Animation
- Interactive Media
- Website Design
- Television stations
- Computer systems design firms
- Internet media companies
- Online publishers
- Online retailers

ADVERTISING

- Creative Direction
- Art Direction
- Production Design
- Copywriting
- Logo Design
- Advertising agencies
- In-house creative departments
- Television/radio stations
- Newspapers
- Magazines

PROFESSIONAL ORGANIZATIONS

American Institute of Graphic Arts
www.aiga.org

The Society of Publication Designers
www.spd.org

University and College Designers Association
www.ucda.com

Art Directors Club
www.adcglobal.org

Society of Illustrators
www.societyillustrators.org

Printing Industries of America
www.printing.org

Online Publishers Association
www.online-publishers.org

World Wide Web Artists' Consortium
www.wwwac.org

RELATED WEBSITES & ASSOCIATIONS

AIGA Design Jobs
designjobs.aiga.org

Krop: Creative Industry Job Board
www.krop.com

Creative Hotlist
www.creativehotlist.com

ArtJob
www.artjob.org

*For Jobs, internships, resume assistance,
interviews, and self-assessments, please
go to:*



*Tulane University is committed to your academic success
and provide several services to assist.*