

Digital Media Arts

Bachelor of Arts

1. Demonstrate application of the basic software and hardware tools used in digital media production (in area of emphasis)
2. Produce a product that reflects professional level production value and standards relative to student producer time and budget constraints.
3. Demonstrate ability to create and produce a capstone digital media product that meets the objective of its target audience.
4. Demonstrate ability to work effectively and cooperatively with others as a co-producer on team projects
5. Perform in a manner that is consistent with the professional image and demeanor of the digital media industries.