DIGITAL DESIGN, B.A.

Overview

The mission of the Media + Design program is to provide students with the research and problem-solving skills necessary to create strategic, innovative, cultural and socially significant communication solutions. Students will understand how communication can create change through design, public relations and digital media marketing. Upon graduation, students of SoPA's Media + Design program will be prepared to enter a highly competitive workforce in the industries of graphic design, interactive design, public relations, digital media marketing and advertising.

The Tulane School of Professional Advancement Awards the B.A. in Digital Design following the completion of 120 credits, which includes 42 credits in the major. All students in the digital design major take core courses in design foundations and then declare a career track (p. 1) to specialize in either Graphic Design or Interactive UX/UI Design.

Requirements
Blocks

Blocks notate the prescribed order of coursework. Courses within each block may be taken at the same time.

Reviews

Students in the Digital Design program will undergo two reviews during their matriculation: Lower Level Review and Upper Level Review. Students must complete both reviews at the appropriate time as it relates to their specific major/concentration and matriculation.

A score of 70 or higher constitutes passing the review, which means that the student is ready to proceed in the program. Students who do not pass may resubmit their portfolios the following semester incorporating feedback from their rubric.

Both reviews are to ensure mastery of skills and are intended to ensure that students will succeed in upper-level coursework.

Graphic Design Track

Course ID	Title	Credits
Block 1		**9**
DDSN 1100	Digital Design Foundations	
DDSN 1101	Digital Imaging	
DDSN 1102	Digital Illustration	
Block 2		**9**
DDSN 1400	Typography Studio I	
DDSN 1401	History of Graphic Design	
DDSN 2000	Branding & Semiotics	
Lower Level Review		
Block 3		**18**
DDSN 2101	Foundations of Interactive Design	
DDSN 2103	Intro to Copywriting	
DDSN 2400	Digital Page Layout	
DDSN 2401	Design Studio I	
DDSN 2602	Motion Design Studio 1	
DDSN 3400	Design Studio II	
Upper Level Review		
Block 4		**6**
DDSN 4100	Portfolio & Prof Practices	
MDES 4150	Capstone: Media & Design	
Total Credit Hours		**42**

Interactive UX/UI Track

Course ID	Title	Credits
Block 1		**12**
DDSN 1100	Digital Design Foundations	
DDSN 1101	Digital Imaging	
DDSN 1102	Digital Illustration	
DDSN 1400	Typography Studio I	
Block 2		**6**
DDSN 1401	History of Graphic Design	
DDSN 2101	Foundations of Interactive Design	
Lower Level Review		
Block 3		**6**
DDSN 2000	Branding & Semiotics	
DDSN 2100	UX Research & Strategy	
Block 4		**12**
DDSN 2600	Interactive Design Studio I	
DDSN 2601	Digital Storytelling	
DDSN 2602	Motion Design Studio 1	
DDSN 3602	Interactive Design Studio II	
Upper Level Review		
Block 5		**6**
DDSN 4100	Portfolio & Prof Practices	
MDES 4150	Capstone: Media & Design	
Total Credit Hours		**42**

Contact

For more information, contact the School of Professional Advancement (https://sopa.tulane.edu/degrees-programs/bachelors-degrees/bachelor-arts-graphic-design/).