

DIGITAL MEDIA, ARTS, AND TECHNOLOGY, B.A.

Seven Penn State campuses are scheduled for closure after Spring 2027: DuBois, Fayette, New Kensington, Mont Alto, Shenango, Wilkes-Barre, and York. New students are not being admitted at these campuses.

Begin Campus: Any Penn State Campus

End Campus: Erie

Career Paths

The B.A. in Digital Media, Arts, and Technology meets growing employer demand for professionals capable of both critical analysis and creative production of digital media, virtual reality, and augmented reality. To tailor the program to your career interests, you'll study in any two of four concentrations: Digital Humanities; Sound and Motion; Modeling and Simulation/Human-Computer Interaction; and Data Visualization and Assessment. Penn State Behrend has a comprehensive support system to help you identify and achieve your goals for college and beyond. Meet with your academic adviser often and take advantage of the services offered by the Academic and Career Planning Center.

Careers

Career options for graduates of the Digital Media, Arts, and Technology program include web content editor, web designer, digital marketing strategist, social media specialist, digital artist, digital photo/video editor, digital art director, multimedia specialist, music producer, music/sound designer for film and interactive gaming, audio engineer, music/audio software developer, podcast producer, digital media planner, technical producer, public relations or advertising specialist, and graphic designer.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE DIGITAL MEDIA, ARTS, AND TECHNOLOGY PROGRAM (<https://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs/digital-media-arts-and-technology>)

Opportunities for Graduate Studies

A B.A. in Digital Media, Arts, and Technology can be the starting point for graduate-level education in more specialized fields, including social media marketing, digital journalism, data analytics, digital information management, informatics and visual content management, sound studies, acoustics, music information retrieval, data sonification, music informatics, electronic music composition, VR and AR application, digital publishing, new-media arts, communication and media studies, integrated marketing communication, and digital media education.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<https://behrend.psu.edu/school-of-humanities-social-sciences/academic-programs/digital-media-arts-and-technology>)

Professional Resources

- Digital Media Association (<https://dima.org>)
- International Digital Media and Arts Association (<https://idmaa.org/>)
- Association for Computers and the Humanities (<https://ach.org/>)
- Alliance of Digital Humanities Organizations (<https://adho.org/>)
- Text Encoding Initiative (<https://tei-c.org/>)
- W3C: World Wide Web Consortium (<https://www.w3.org/>)