School of Arts, Technology, and Emerging Communication

The School of Arts, Technology, and Emerging Communication offers baccalaureate degrees in Arts and Technology, and Emerging Media and Communication.

The Arts and Technology (ATEC) degree emphasizes the mutually productive interaction of technology with the arts, with specific emphasis on the interplay of visual art, music, and narrative with the new modes of expression and communication that have emerged from the convergence of computing and media technologies. The program stresses not only the creation but also the potential applications and cultural implications of interactive media.

The Emerging Media and Communication (EMAC) degree addresses the importance of understanding the social and cultural implications of an “always on” world. Through a range of disciplines including media studies, communication, psychology, art, history, writing, philosophy, and sociology, students analyze the significance and impact of digital media on our major social structures and cultural institutions, working to understand how this affects what it means to be a citizen in the digital world. Through working on digital media projects, EMAC majors develop critical, creative, and collaborative skills in web design, digital aesthetics, writing and research, social media, and platform and application development.

Students in the School of Arts, Technology, and Emerging Communication are encouraged to explore the boundaries and the interrelationships of the major fields of study within the school. Consistent with this focus on the integration of the arts, sciences, humanities, communication, and technology and a commitment to interdisciplinary education, the School has no conventional departments. Rather, its curriculum is designed to allow study that crosses and transforms traditional disciplinary lines.

Each student in the School consults regularly with an advisor, who assists the student design an integrated program of coursework. The ATEC and EMAC degree programs are a total of 120 semester credit hours with 51 upper-division semester credit hours required to complete the BA.

Fast Track Baccalaureate/Master’s Degrees

The School of Arts, Technology, and Emerging Communication does not participate in the Fast Track program.