



2025-2026 PROGRAM BROCHURE



**SOUTHERN[®]
UNIVERSITY**

AND AGRICULTURAL & MECHANICAL COLLEGE

Digital Media Arts



Digital Media Arts

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Digital Media Arts

OUR STORY

Founded in 2025, the Digital Media Arts Department at Southern University was created to empower the next generation of storytellers, creators, and innovators in today's dynamic media industries. Rooted in the proud legacy of Southern University and the HBCU tradition, the department responds to the urgent need for career-ready professionals in film, broadcasting, music production, sports media, and emerging digital arts.

With five forward-thinking concentrations—Digital Screen Arts Production, Recording Arts, Visual Arts and Motion Graphics, Digital Sports Production, and Digital Performance Fusion—our program combines creative exploration with hands-on technical training. Students work with the same professional-grade tools and software used in the industry, gaining real-world experience while building competitive portfolios and certifications.

The Digital Media Arts Department is more than a degree program—it's a launchpad for creative talent and a community that champions innovation and impact through digital storytelling.

OUR MISSION

The mission of the Digital Media Arts Department at Southern University is to provide students with a strong foundation in creative and technical skills across the disciplines of arts, humanities, and technology. Through immersive, interdisciplinary training in five concentrations, the program fosters collaboration, critical thinking, and artistic innovation preparing graduates to lead as ethical and impactful creators in the evolving digital media landscape.

OUR VISION

Our vision is to become a nationally recognized leader in digital media education, known for producing graduates who excel in creative industries through innovation, technical mastery, and a strong foundation in interdisciplinary practice. We aim to set the standard for excellence in film, sports production, music production, performance, digital visual arts and emerging digital media.



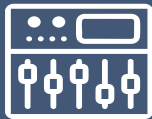
OVERVIEW

The Bachelor of Arts in Digital Media Arts at Southern University, Baton Rouge, is an interdisciplinary program developed in partnership with the Visual & Performing Arts and Mass Communication departments. Designed to equip students with both creative and technical skills, the program combines hands-on production experience with a strong foundation in theory, humanities, and digital technologies.

Students engage in collaborative, project-driven learning experiences across five specialized concentrations:



**Visual Arts
and Motion
Graphics**



**Recording
Arts**



**Digital
Screen Arts
Production**



**Digital
Performance
Fusion**



**Digital
Sports
Production**

GOALS

The Digital Media Arts program nurtures students' artistic voices while preparing them for careers in creative industries. The curriculum emphasizes interdisciplinary collaboration, ethical media practice, and real-world problem-solving. The 120-credit hour curriculum blends general education with foundational and concentration-specific courses.

OBJECTIVES

- Develop professional writing skills for various digital media formats.
- Strengthen communication and teamwork in collaborative environments.
- Build creative, theoretical, and technical competencies in digital media.
- Gain deep specialization through a chosen concentration.

LEARNING OUTCOMES

- Apply theoretical and practical knowledge to real-world media challenges.
- Create innovative content for film, web, audio, and performance platforms.
- Pursue graduate-level education or advanced industry training.
- Collaborate across disciplines to develop professional-grade media projects.

COURSE REPORT

The Digital Media Arts Department has developed a comprehensive curriculum comprising 41 new courses. These courses span multiple disciplines within digital media, including Visual Arts and Motion Graphics, Recording Arts, Digital Sports Production, Digital Performance Fusion, and Digital Screen Arts Production. The following is a detailed listing and description of the courses available within the program.

CORE DIGITAL MEDIA ARTS COURSES

DMAD 105 Introduction to Digital Media

A survey course exploring the development and impact of digital technology across various industries, including communication, arts, music, and medicine.

DMAD 211 Digital Storytelling

An introductory course in crafting compelling narratives for digital platforms through multimedia tools, visual communication, and digital media production.

DMAV 210 Digital Imaging

A foundational course in pixel-based techniques for image creation and manipulation using industry-standard software.

DMAC 316 Digital Video Editing

Explores video editing techniques to transform raw footage into polished, high-quality content for various media platforms.

DMAD 320 Web Design & Development

An introduction to web development using HTML, CSS, and JavaScript to create interactive websites.

DMAR 420 Multimedia Production

Techniques for producing music for television, film, video, and computer presentations using digital technologies.

DMAD 440 Programming with Python

Provides foundational Python programming knowledge to write clear and efficient code.

D 450 Data Analytics

Teaches Python-based data analytics, applying math, statistics, and machine learning to extract insights from large datasets.

DMAD 490 Internship

Provides hands-on experience through supervised internships aligned with students' academic and career goals.

DMAD 498 Digital Media Arts Capstone Course

A culminating seminar and portfolio course that synthesizes skills and knowledge acquired throughout the program.

DMAD 499 Special Topics

A flexible course addressing emerging trends or specific issues within digital media.

VISUAL ARTS AND MOTION GRAPHICS

DMAV 220 Digital Illustration

Focuses on vector-based design and digital illustration techniques.

DMAV 330 3D Modeling and Sculpting

Introduction to 3D modeling techniques and manipulation in digital environments.

DMAV 320 Graphic Design

Teaches principles of visual communication, typography, and layout for print and digital media.

DMAC 316 Digital Video Editing

Explores video editing techniques to transform raw footage into polished, high-quality content for various media platforms.

DMAV 440 Creative Production Design

Combines digital imagery, photography, motion graphics, and production design.

DMAV 420 2D Motion Graphics

Explores animation and visual effects creation using industry-standard software.

DMAV 430 3D Animation

Covers 3D animation techniques for immersive storytelling and digital content creation.

DMAV 340 Digital Creative Photography

Teaches digital photography, lighting techniques, and post-processing for artistic expression.

RECORDING ARTS COURSES

DMAR 215 Computer Music 1 (MIDI Sequencing)

Introduction to MIDI, digital music interfacing, and sequencing.

DMAR 316 Recording Techniques

Covers studio recording fundamentals, including microphone techniques and signal processing.

DMAR 317 Recording Techniques 2

Advanced multitrack recording techniques, including mixing and mastering.

DMAR 315 Computer Music 2 (Trends in Music Notation Software)

Study of music notation software and digital audio workstations for composition and publishing.

DMAR 414 Computer Music 3 (Signal Processing & Sound Design)

Advanced study of synthesis, signal processing, and MIDI programming.

DIGITAL SCREEN ARTS PRODUCTION

DMAC 210 Scriptwriting

Focuses on character development, storytelling, and script formatting for film, television, and digital media.

DMAC 310 Lighting for Digital Film and Media

Covers lighting techniques and principles for digital filmmaking and media production.

DMAC 315 Cinematography Workshop 1

Explores filmmaking fundamentals, including camera operation, lighting, and visual storytelling techniques.

DMAC 316 Digital Video Editing

A study of post-production editing techniques for creating engaging video content.

DMAC 400 Color Correction for Postproduction

Focuses on color theory, grading, and enhancing visual media using contemporary software.

DMCA 415 Cinematography Workshop 2

Advanced cinematography techniques for professional-level visual storytelling and production design.

DMAC 420 Directing the Documentary (Elective)

Explores documentary filmmaking from concept to post-production through hands-on projects.

DIGITAL SPORTS PRODUCTION

DMAS 210 Introduction to Sports Production

Covers foundational skills for producing digital sports content.

DMAS 310 Sports Analytics

Introduction to data analytics in sports, including performance analysis and decision-making

DMAS 311 Directing/Producing Sports Workshop

Teaches principles of directing and producing sports content.

DMAS 320 Sports Editing & Postproduction

A Covers editing techniques for sports videos, including visual storytelling and effects.

DMAS 410 Graphics & Visual Effects for Sports

Explores graphic design and visual effects specific to sports media.

DMAS 411 Live Sports Broadcasting & Streaming

Provides training in producing and directing live sports events for broadcast and streaming.

DIGITAL PERFORMANCE FUSION

DMAP 200 Introduction to Digital Theater

Explores digital theater practices, including virtual performances and digital scenography.

DMAP 375 Acting for Digital Media

Focuses on adapting acting techniques for digital platforms and on-camera performance.

DMAP 315 Digital Theater Ensemble

Experiential course in digital theatrical performance and improvisation.

DMAP 401 Voice and Voiceover for Digital Media

Develops vocal acting skills for animation, video games, and other digital media formats.

DMAP 405 Digital Performance Composition

Explores personal narrative writing and digital storytelling techniques.

ADMISSIONS REQUIREMENTS

General Admission to Southern University
To apply for the Bachelor of Arts in Digital Media Arts, students must first be admitted to Southern University and A&M College (Baton Rouge).

First-Time Freshman Requirements:
Students must meet one of the following:

Option 1:

- Minimum GPA: 2.0 (on a 4.0 scale)
- ACT Composite Score: 20 or higher (or SAT equivalent)
- Curriculum: Completion of the Louisiana Core 4 or equivalent

Option 2:

- Minimum GPA: 2.0
- Class Rank: Top 50% of graduating class
- ACT Subscores: 18 in English, 19 in Math

Required Documents:

- Completed online application
- Official high school transcript
- ACT or SAT scores
- Proof of immunization
- Application fee

Apply now at: www.subr.edu/admissions

ADMISSION TO THE DIGITAL MEDIA ARTS PROGRAM

Declaring the Major:

There are no separate admissions requirements for the Digital Media Arts degree program beyond general university admission.

Incoming students may declare *Digital Media Arts* as their major when applying or during orientation advising.

Recommended for Success:

While a portfolio is not required, students interested in this major often have:

- A passion for media, storytelling, audio, video, or performance
- Experience with creative tools (e.g., Adobe Creative Cloud, Pro Tools, cameras, animation software)
- Strong communication and collaboration skills
- Interest in one of the five concentrations:
 - **Digital Screen Arts Production**
 - **Recording Arts**
 - **Visual Arts and Motion Graphics**
 - **Digital Sports Production**
 - **Digital Performance Fusion**



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Digital Media Arts

Bachelor of **DIGITAL MEDIA ARTS (BDMA)**

Bachelor of Digital Media Arts (BDMA) Degree Plan (120 cr. hrs.)

Name:

Catalog Date:

Student Number:

Graduation Date:

First Year – 1st Semester

COURSE	NO.	GRAD E	HRS
Introduction to Digital Media (New)	DMAD 105		3.0
College Success Skills	FRMN120B		2.0
English Composition I Req.	SENL110B		3.0
Social/Behavioral Science Req.			3.0
College Mathematics I	MATH 130		3.0
Natural Science Requirement			3.0
Total			17.0

First Year - 2nd Semester

COURSE	NO.	GRAD E	HRS
Elementary World Language I			3.0
English Composition II Req.	SENL 111B		3.0
Social/Behavioral Science Req.			3.0
Computer Literacy	CMPS 105B		3.0
Natural Science Requirement			3.0
Physical Education (or Health)			1.0
Total			16.0

Notes

Second Year – 1st Semester

COURSE	NO.	GRADE	HRS
Digital Storytelling (New)	DMAD 211		3.0
Elementary Statistics I	MATH 274		3.0
Principles of Economics	SECO 211B		3.0
Elementary World Language II			3.0
Natural Science Requirement			3.0
Total			15.0

Notes:

Second Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Speech and Theater Elective	SPTH _____		3.0
Humanities Requirement			3.0
Philosophy Elective	PHIL _____		3.0
Intermediate World Language			3.0
Entrepreneurial Venture Creation	ENTR 200		3.0
Total			15.0

Third Year – 1st Semester

COURSE	NO.	GRADE	HRS
News Writing	MCOM 211B		3.0
HUMN Requirement	HUMN _____		3.0
Digital Video Editing (New)	DMAC 316		3.0
Concentration Course (New)			3.0
Digital Imaging (New)	DMAV 310		3.0
Total			15.0

Third Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Concentration Course (New)			3.0
Elective (New)			3.0
Web Design & Development (New)	DMAD 320		3.0
African American Experience			3.0
Graphics & Visual Effects for Sports (New)	DMAS 410		3.0
Total			15.0

Fourth Year – 1st Semester

COURSE	NO.	GRADE	HRS
Concentration Course (New)			3.0
Elective (New)			3.0
Multimedia Production	DMAR 420		3.0
Programming with Python (New)	DMAD 440		3.0
Service Learning	SVLR		3.0
Total			15.0

Fourth Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Elective (New)			3.0
Data Analytics (New)	DMAD 450		3.0
Free Elective			3.0
Digital Media Arts Capstone course	DMAD 498		3.0
Total			12.0

Concentration Electives – SELECT 9 HOURS

COURSE	NO.	GRADE	HRS
			3.0
			3.0
			3.0

Writing Proficiency



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Digital Media Arts



Visual Arts and
MOTION GRAPHICS

Visual Arts and **MOTION GRAPHICS**

CONCENTRATION OVERVIEW:

This concentration emphasizes digital design and animation. Students explore the intersection of art and technology through:

- 2D and 3D animation techniques
- Motion graphics for broadcast and social media
- Compositing and visual effects (VFX)

CONCENTRATION OVERVIEW:

Careers:

- Motion Graphics Designer
- 2D/3D Animator
- Visual Effects Artist (VFX)
- Art Director / Concept Artist
- Multimedia Designer
- UI/UX Designer (for media apps and interactive design)

Industries:

- Animation Studios
- Television Networks
- Gaming and AR/VR Companies
- Advertising and Creative Agencies
- Digital Marketing Firms



**SOUTHERN
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Digital Media Arts

Digital Media Arts: Digital Visual Arts & Motion Graphics (Total 120 Credits)

Name:

Student Number:

Catalog Date:

Graduation Date:

First Year – 1st Semester

COURSE	NO.	GRADE	HRS
Introduction to Digital Media (New)	DMAD 105		3.0
College Success Skills	FRMN 120B		2.0
English Composition I	SENL 110B		3.0
Social/Behavioral Science Req.			3.0
College Mathematics I	MATH 130		3.0
Natural Science Requirement			3.0
Total			17.0

First Year - 2nd Semester

COURSE	NO.	GRADE	HRS
Elementary World Language I			3.0
English Composition II	SENL 111B		3.0
Social/Behavioral Science Req.			3.0
Computer Literacy	CMPS 105B		3.0
Natural Science Requirement			3.0
Physical Education (or Health)			1.0
Total			16.0

Notes

Second Year – 1st Semester

COURSE	NO.	GRADE	HRS
Digital Storytelling (New)	DMAD 211		3.0
Elementary Statistics I	MATH 274		3.0
Principles of Macro Economics	SECO 221B		3.0
Elementary World Language II			3.0
Natural Science Requirement			3.0
Total			15.0

Notes:

Second Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Speech and Theater Elective	SPTH ____		3.0
Humanities Requirement			3.0
Philosophy Elective	PHIL ____		3.0
Intermediate World Language			3.0
Foundation Drawing	ARTS 130B		3.0
Total			15.0

Third Year – 1st Semester

COURSE	NO.	GRADE	HRS
HUMN Requirement			3.0
Digital Illustration (New)	DMAV 220		3.0
2D Design	ARTS 110B		3.0
Digital Imaging (New)	DMAV 310		3.0
Entrepreneurial Venture Creation	ENTR 200		3.0
Total			15.0

Third Year – 2nd Semester

COURSE	NO.	GRADE	HRS
3D Modeling and Sculpting (New)	DMAV 330		3.0
Graphic Design (New)	DMAV 320		3.0
Digital Video Editing (New)	DMAC 316		3.0
English Technical Writing	ENGL 362		3.0
Web Design & Development (New)	DMAD 320		3.0
Total			15.0

Fourth Year – 1st Semester

COURSE	NO.	GRADE	HRS
Programming with Python (New)	DMAD 440		3.0
Graphics & Visual Effects for Sports (New)	DMAS 410		3.0
2D Motion Graphics (New)	DMAV 420		3.0
3D Animation (New)	DMAV 430		3.0
Service Learning SVLR	SVLR		3.0
Total			15.0

Fourth Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Digital Media Arts Capstone course	DMAD 498		3.0
Data Analytics (New)	DMAD 450		3.0
Internship (New)	DMAR 490		3.0
African American Experience			3.0
Total			12.0

Recording Arts ELECTIVES – SELECT 6 HOURS

COURSE	NO.	GRADE	HRS
Digital Creative Photography (New)	DMAV 340		3.0
Creative Production Design (New)	DMAV 440		3.0

REQUIRED EXAMS

PASS

DATE

Writing Proficiency		
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NOTE: Digital Media Arts courses can be used as Visual Arts & Motion Graphics electives.



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Digital Media Arts



Recording
ARTS

Recording ARTS

CONCENTRATION OVERVIEW:

The Recording Arts concentration focuses on the science and artistry of sound. Students gain experience with:

- Studio recording using Pro Tools
- Audio engineering and mixing techniques
- Live sound reinforcement for concerts and events

CONCENTRATION OVERVIEW:

Careers:

- Audio Engineer / Studio Engineer
- Sound Designer
- Music Producer / Beatmaker
- Live Sound Technician
- Broadcast Audio Mixer
- Foley Artist / ADR Technician

Industries:

- Music Industry (record labels, studios)
- Film and TV Post-Production
- Podcasting and Radio Broadcasting
- Event Production Companies
- Gaming / Interactive Sound



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Digital Media Arts

Digital Media Arts: Recording Arts Concentration (total 120 Credits)

Name:

Student Number:

Catalog Date:

Graduation Date:

First Year – 1st Semester

COURSE	NO.	GRADE	HRS
Introduction to Digital Media (New)	DMAD 105		3.0
College Success Skills	FRMN 120B		2.0
English Composition I	SENL 110B		3.0
Social/Behavioral Science Req.			3.0
College Mathematics I	MATH 130		3.0
Natural Science Requirement			3.0
Total			17.0

First Year - 2nd Semester

COURSE	NO.	GRADE	HRS
Elementary World Language I			3.0
English Composition II	SENL 111B		3.0
Social/Behavioral Science Req.			3.0
Computer Literacy	CMPS 105B		3.0
Natural Science Requirement			3.0
Physical Education (or Health)			1.0
Total			16.0

Notes

Second Year – 1st Semester

COURSE	NO.	GRADE	HRS
Digital Storytelling (New)	DMAD 211		3.0
Elementary Statistics I	MATH 274		3.0
Principles of Macro Economics	SECO 221B		3.0
Elementary World Language II			3.0
Natural Science Requirement			3.0
Total			15.0

Second Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Speech and Theater Elective	SPTH _____		3.0
Humanities Requirement			3.0
Philosophy Elective	PHIL _____		3.0
Intermediate World Language			3.0
Computer Music 1:(MIDI Sequencing)(New)	DMAR 215		3.0
Total			15.0

Notes:

Third Year – 1st Semester

COURSE	NO.	GRADE	HRS
HUMN Requirement			3.0
Graphics & Visual Effects for Sports (New)	DMAS 410		3.0
Recording Techniques 1 (New)	DMAR 316		3.0
English Technical Writing	ENGL 362		3.0
Digital Imaging (New)	DMAV 310		3.0
Total			15.0

Third Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Recording Techniques 2 (New)	DMAR 317		3.0
Computer Music 2 (Trends in Music Notation Software) (New)	DMAR 315		3.0
Digital Video Editing (New)	DMAC 316		3.0
African American Experience			3.0
Web Design & Development (New)	DMAD 320		3.0
Total			15.0

Fourth Year – 1st Semester

COURSE	NO.	GRADE	HRS
Programming with Python (New)	DMAD 440		3.0
Multimedia Production	DMAR 420		3.0
Entrepreneurial Venture Creation	ENTR 200		3.0
Computer Music 3 (Signal Processing & Sound Design) (New)	DMAR 414		3.0
Service Learning SVLR	SVLR		3.0
Total			15.0

Fourth Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Digital Media Arts Capstone course	DMAD 498		3.0
Data Analytics (New)	DMAD 450		3.0
Internship (New)	DMAR 490		3.0
Free Elective			3.0
Total			12.0

Recording Arts ELECTIVES – SELECT 6 HOURS

COURSE	NO.	GRADE	HRS
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REQUIRED EXAMS

PASS

DATE

Writing Proficiency		
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NOTE: Digital Media Arts courses can be used as Recording Arts electives.



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Digital Media Arts



Digital Screen
ARTS PRODUCTION

Digital Screen **ARTS PRODUCTION**

CONCENTRATION OVERVIEW:

This concentration prepares students for careers in film, television, and digital video production. Students learn the full production pipeline, including:

- Directing and visual storytelling
- Cinematography and lighting
- Production planning, scheduling, and budgeting

CONCENTRATION OVERVIEW:

Careers:

- Film Director / Assistant Director
- Cinematographer / Director of Photography
- Video Editor / Post-Production Specialist
- Producer / Line Producer
- Script Supervisor
- Location Scout / Production Assistant

Industries:

- Film & Television Production
- Streaming Platforms (e.g., Netflix, Hulu)
- Advertising Agencies
- Independent Studios
- Creative Agencies



**SOUTHERN
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AND AGRICULTURAL & MECHANICAL COLLEGE
Digital Media Arts

Digital Media Arts: Digital Screen Arts Production Concentration (total 120 Credits)

Name:

Student Number:

Catalog Date:

Graduation Date:

First Year – 1st Semester

COURSE	NO.	GRADE	HRS
Introduction to Digital Media (New)	DMAD 105		3.0
College Success Skills	FRMN 120B		2.0
English Composition I	SENL 110B		3.0
Social/Behavioral Science Req.			3.0
College Mathematics I	MATH 130		3.0
Natural Science Requirement			3.0
Total			17.0

First Year - 2nd Semester

COURSE	NO.	GRADE	HRS
Elementary World Language I			3.0
English Composition II	SENL 111B		3.0
Social/Behavioral Science Req.			3.0
Computer Literacy	CMPS 105B		3.0
Natural Science Requirement			3.0
Physical Education (or Health)			1.0
Total			16.0

Notes

Second Year – 1st Semester

COURSE	NO.	GRADE	HRS
Digital Storytelling (New)	DMAD 211		3.0
Elementary Statistics I	MATH 274		3.0
Principles of Macro Economics	SECO 221B		3.0
Elementary World Language II			3.0
Natural Science Requirement			3.0
Total			15.0

Second Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Speech and Theater Elective	SPTH _____		3.0
Humanities Requirement			3.0
Philosophy Elective	PHIL _____		3.0
Intermediate World Language			3.0
Scriptwriting (New)	DMAC 210		3.0
Total			15.0

Notes:

Third Year – 1st Semester

COURSE	NO.	GRADE	HRS
HUMN Requirement			3.0
Graphics & Visual Effects for Sports (New)	DMAS 410		3.0
Lighting for Digital Film & Media (New)	DMAC 310		3.0
English Technical Writing	ENGL 362		3.0
Digital Imaging (New)	DMAV 310		3.0
Total			15.0

Third Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Cinematography Workshop 1 (New)	DMAC 315		3.0
Entrepreneurial Venture Creation	ENTR 200		3.0
Digital Video Editing (New)	DMAC 316		3.0
African American Experience			3.0
Web Design & Development (New)	DMAD 320		3.0
Total			15.0

Fourth Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Digital Media Arts Capstone course	DMAD 498		3.0
Data Analytics (New)	DMAD 450		3.0
Internship (New)	DMAR 490		3.0
Free Elective			3.0
Total			12.0

Recording Arts ELECTIVES – SELECT 6 HOURS

COURSE	NO.	GRADE	HRS
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Fourth Year – 1st Semester

COURSE	NO.	GRADE	HRS
Programming with Python (New)	DMAD 440		3.0
Color Correction for Postproduction (New)	DMAC 400		3.0
Cinematography Workshop 2 (New)	DMCA 415		3.0
Free Elective			3.0
Service Learning SVLR	SVLR		3.0
Total			15.0

REQUIRED EXAMS

PASS

DATE

Writing Proficiency		
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NOTE: Digital Media Arts courses can be used as Recording Arts electives.



**SOUTHERN
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Digital Media Arts



SOUTHERN UNIVERSITY
MULTI-MEDIA STUDIO



Digital Sports
PRODUCTION

Digital Sports **PRODUCTION**

CONCENTRATION OVERVIEW:

This concentration equips students for the fast-paced world of live sports media. It includes:

- Live sports broadcasting and production
- Camera operations and control room workflows
- Sports graphics and data visualization

CONCENTRATION OVERVIEW:

Careers:

- Sports Broadcast Producer
- Replay Operator / Technical Director
- Camera Operator (Live Sports)
- Graphics Operator (Chyron, Ross, etc.)
- Sports Content Creator / Editor
- Sideline Reporter / Sports Media Talent

Industries:

- Sports Networks (e.g., ESPN, Fox Sports)
- University Athletics Departments
- Professional Sports Franchises
- eSports Streaming and Production
- Local and Regional Sports Media



**SOUTHERN
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Digital Media Arts

Digital Media Arts: Digital Sports Production Concentration (total 120 Credits)

Name:

Student Number:

Catalog Date:

Graduation Date:

First Year – 1st Semester

COURSE	NO.	GRADE	HRS
Introduction to Digital Media (New)	DMAD 105		3.0
College Success Skills	FRMN 120B		2.0
English Composition I	SENL 110B		3.0
Social/Behavioral Science Req.			3.0
College Mathematics I	MATH 130		3.0
Natural Science Requirement			3.0
Total			17.0

First Year - 2nd Semester

COURSE	NO.	GRADE	HRS
Elementary World Language I			3.0
English Composition II	SENL 111B		3.0
Social/Behavioral Science Req.			3.0
Computer Literacy	CMPS 105B		3.0
Natural Science Requirement			3.0
Physical Education (or Health)			1.0
Total			16.0

Notes

Second Year – 1st Semester

COURSE	NO.	GRADE	HRS
Digital Storytelling (New)	DMAD 211		3.0
Elementary Statistics I	MATH 274		3.0
Principles of Macro Economics	SECO 221B		3.0
Elementary World Language II			3.0
Natural Science Requirement			3.0
Total			15.0

Second Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Speech and Theater Elective	SPTH _____		3.0
Humanities Requirement			3.0
Philosophy Elective	PHIL _____		3.0
Intermediate World Language			3.0
Introduction to Sports Production (New)	DMAS 210		3.0
Total			15.0

Notes:

Third Year – 1st Semester

COURSE	NO.	GRADE	HRS
HUMN Requirement			3.0
Digital Video Editing (New)	DMAC 316		3.0
Sports Analytics (New)	DMAS 310		3.0
Graphics & Visual Effects for Sports (New)	Graphics & Visual Effects for Sports (New)		3.0
Digital Imaging (New)	DMAV 310		3.0
Total			15.0

Third Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Directing/Producing Sports Workshop (New)	DMAS 311		3.0
Sports Editing & Postproduction (New)	DMAS 320		3.0
English Technical Writing	ENGL 362		3.0
Free Elective			3.0
Web Design & Development (New)	DMAD 320		3.0
Total			15.0

Fourth Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Digital Media Arts Capstone course	DMAD 498		3.0
Data Analytics (New)	DMAD 450		3.0
Internship (New)	DMAR 490		3.0
Free Elective			3.0
Total			12.0

Digital Sports Production ELECTIVES – SELECT 6 HOURS

COURSE	NO.	GRADE	HRS
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Fourth Year – 1st Semester

COURSE	NO.	GRADE	HRS
Programming with Python (New)	DMAD 440		3.0
Live Sports Broadcasting & Streaming (New)	DMAS 411		3.0
African American Experience			3.0
Free Elective			3.0
Service Learning SVLR	SVLR		3.0
Total			15.0

REQUIRED EXAMS

PASS

DATE

Writing Proficiency		
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NOTE: Digital Media Arts courses can be used as Digital Sports Production Concentration Electives.



**SOUTHERN
UNIVERSITY**
AND AGRICULTURAL & MECHANICAL COLLEGE
Digital Media Arts



Digital Performance
FUSION

Digital Performance **FUSION**

CONCENTRATION OVERVIEW:

A unique concentration focused on blending live performance with emerging technologies. Students develop creative and technical skills in:

- Interactive performance and installation art
- Lighting, projection, and stage design
- Multimedia performance integration

CONCENTRATION OVERVIEW:

Careers:

- Multimedia Performance Artist
- Interactive Media Designer
- Projection Mapping Technician
- Theatrical Lighting & Sound Designer
- Installation Artist
- Experiential Event Designer

Industries:

- Performing Arts Organizations
- Museums and Cultural Institutions
- Live Events and Experiential Media
- Theater and Immersive Entertainment



**SOUTHERN
UNIVERSITY**
AND AGRICULTURAL & MECHANICAL COLLEGE

Digital Media Arts

Digital Media Arts: Digital Performance Fusion Concentration (total 120 Credits)

Name:

Student Number:

Catalog Date:

Graduation Date:

First Year – 1st Semester

COURSE	NO.	GRADE	HRS
Introduction to Digital Media (New)	DMAD 105		3.0
College Success Skills	FRMN 120B		2.0
English Composition I	SENL 110B		3.0
Social/Behavioral Science Req.			3.0
College Mathematics I	MATH 130		3.0
Natural Science Requirement			3.0
Total			17.0

First Year - 2nd Semester

COURSE	NO.	GRADE	HRS
Elementary World Language I			3.0
English Composition II	SENL 111B		3.0
Social/Behavioral Science Req.			3.0
Computer Literacy	CMPS 105B		3.0
Natural Science Requirement			3.0
Physical Education (or Health)			1.0
Total			16.0

Notes

Second Year – 1st Semester

COURSE	NO.	GRADE	HRS
Digital Storytelling (New)	DMAD 211		3.0
Elementary Statistics I	MATH 274		3.0
Principles of Macro Economics	SECO 221B		3.0
Elementary World Language II			3.0
Natural Science Requirement			3.0
Total			15.0

Second Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Speech and Theater Elective	SPTH ____		3.0
Humanities Requirement			3.0
Philosophy Elective	PHIL ____		3.0
Intermediate World Language			3.0
Introduction to Digital Theater (New)	DMAP 200		3.0
Total			15.0

Notes:

Third Year – 1st Semester

COURSE	NO.	GRADE	HRS
HUMN Requirement			3.0
Graphics & Visual Effects for Sports (New)	DMAS 410		3.0
Acting for Digital Media (New)	DMAP 375		3.0
English Technical Writing	ENGL 362		3.0
Digital Imaging (New)	DMAV 310		3.0
Total			15.0

Third Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Digital Cinema Elective (New)	DMAC		3.0
Digital Theater Ensemble (New)	DMAP 315		3.0
Digital Video Editing (New)	DMAC 316		3.0
African American Experience			3.0
Web Design & Development (New)	DMAD 320		3.0
Total			15.0

Fourth Year – 1st Semester

COURSE	NO.	GRADE	HRS
Programming with Python (New)	DMAD 440		3.0
Voice and Voiceover for Digital Media (New)	DMAP 401		3.0
Digital Performance Composition (New)	DMAP 405		3.0
Free Elective			3.0
Service Learning SVLR	SVLR		3.0
Total			15.0

Fourth Year – 2nd Semester

COURSE	NO.	GRADE	HRS
Digital Media Arts Capstone course	DMAD 498		3.0
Data Analytics (New)	DMAD 450		3.0
Internship (New)	DMAR 490		3.0
Free Elective			3.0
Total			12.0

Recording Arts ELECTIVES – SELECT 6 HOURS

COURSE	NO.	GRADE	HRS
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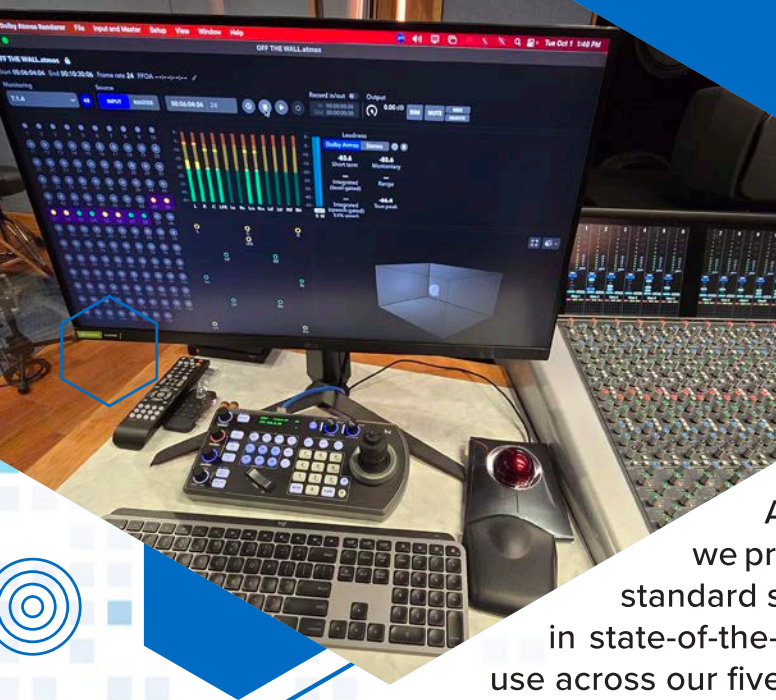
REQUIRED EXAMS

PASS

DATE

Writing Proficiency		
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NOTE: Digital Media Arts courses can be used as Digital Performance Fusion Concentration.



EQUIPMENT & SOFTWARE

At Southern University's Digital Media Arts program, we provide access to cutting-edge equipment and industry-standard software, ensuring that students gain real-world skills in state-of-the-art facilities. Below is a snapshot of the tools you'll use across our five concentrations:

SOFTWARE SUITES

Gain hands-on experience with professional-grade creative tools:

Core Applications (Cross-Concentration)

- Avid Pro Tools – Audio recording, mixing, post-production
- Avid Sibelius – Music notation and scoring
- Avid Media Composer – Non-linear film and video editing
- DaVinci Resolve – Video editing, color grading, VFX, and audio post
- Adobe Creative Cloud:
 - o Photoshop – Image editing
 - o Premiere Pro – Video production
 - o After Effects – Motion graphics and VFX
 - o Illustrator – Vector illustration
 - o Audition – Audio editing
 - o Animate – 2D animation
 - o InDesign – Layout and publishing

GENERAL HARDWARE

Powerful technology to support any creative challenge:

- Apple Mac Studio M2 Ultra (32GB, 1TB)
- LG 35" 4K Ultra-Wide Monitors
- Lenovo ThinkVision P25i Monitors
- Apple Studio Display (Tilt-Adjustable)
- HUION Kamvas Pro 16 2.5K Pen Display
- DaVinci Resolve Panels & Keyboards (Mini Panel, Editor Keyboard)
- ASTRA 2 Logickeyboards for Adobe Premiere and Avid Media Composer
- OWC USB-C Extension Cables
- DisplayPort, HDMI, XLR, TRS, and SDI cables/adapters

POWER & MOBILITY

- MultiCart Expandable Decks
- Austere 8-Outlet Surge Protectors
- Kanto Adjustable Rolling TV Carts
- Sony Bravia XR OLED 77" Display

RECORDING ARTS

For music production, audio engineering, and sound design:

- Dolby Atmos Studio w/ SSL Duality Console
- Music Tech Lab with PreSonus Systems
- PreSonus Audio Interfaces, Control Surfaces, Digital Mixers
- Manley, Neumann, Sony, and Dynamic Vocal Microphones
- PreSonus & Sony Professional Headphones
- IK Multimedia MIDI Keyboards, PreSonus ATOM Pads
- Nord Stage Pianos & Pedals
- AVB Networking (Switches, Dante Bridge, Stageboxes)
- PreSonus Loudspeakers, Audio Snakes, and Cables

DIGITAL SCREEN ARTS PRODUCTION

Professional video production and film equipment:

- Canon EOS R10 Mirrorless Kits
- Rode, Sennheiser & Sony Shotgun Mics
- DJI Ronin-SC Gimbal + DJI Mini 4 Drones
- PROAIM Swift Dolly System with 12' Track
- Proaim 10' Jib + Tripod Kits
- Prompter People Teleprompters
- Production Slates & Calibration Cards
- Elvid Color Clapper Slates
- Genaray LED Lighting Kits
- Impact C-Stands, Sandbags & Westcott Scrim Kits
- Magnus VT-4000 Tripods

VISUAL ARTS & MOTION GRAPHICS

Built for animation, design, and 3D art:

- Dedicated High-End PC Workstations
- HUION Drawing Tablets & Pen Displays
- Color-Accurate Displays
- Corel Painter, Clip Studio Paint (in addition to Adobe)
- Asset Libraries: Stock Images, 3D Models, Sound FX
- DaVinci Resolve Studio Panels for Motion Graphics Workflows

DIGITAL PERFORMANCE FUSION

Fusing technology with live art and stagecraft:

- Projection and LED Wall Integration (via Multimedia Studio)

DIGITAL SPORTS PRODUCTION

Master broadcast and live sports content:

- Multimedia Studio with LED Wall
- Replay Systems & Xpression Graphics for Broadcast
- Live Production Switchers & Intercoms
- Canon XA60, Sony & Sports-Optimized Rigs
- Blackmagic Video Encoders/Decoders
- Portable Broadcast Kits
- Audio Mixers, Distribution Gear, and Large Display Monitors

ADDITIONAL SUPPORT TOOLS

- Camera Bags, Rain Covers
- Dolly Tracks, Tripods, Rigs, and Accessories
- Calibration Charts, White Balance Tools



EQUIPMENT CHECKOUT AND FACILITY USE POLICY AND PROCEDURES

APPLICABLE FACILITIES:

- **Multimedia Studio (Stewart Hall)** – shared with Mass Communication
- **Music Technology Lab (Debose Hall)** – shared with the Music Department
- **Video Editing Lab (Stewart Hall)**
- **Visual Arts and Motion Graphics Lab (Hayden Hall and Theatre)** – shared with the Theatre Department

EQUIPMENT CHECKOUT HOURS:

9:00 a.m. – 3:00 p.m. (Monday–Friday)

No overnight or weekend checkout without prior approval by the Digital Media Arts Technician, course instructor or Co-Directors (strictly enforced).

Equipment is not available during holidays or semester breaks.

GENERAL TERMS OF USE:

I understand that access to Southern University Digital Media Arts Department equipment and facilities is a privilege tied to enrollment in an approved Digital Media Arts course for the current semester. Violation of any of these policies will result in loss of access to equipment and facilities.

1. Equipment Checkout Guidelines:

- **Standard checkout period:** 3 hours max.
- **Late checkout (after 3:00 p.m.):** Must be returned by 10:00 a.m. the next day.
- **Weekend checkout:** Requires faculty assignment proof and prior approval from the Digital Media Arts Technician.
- **Holidays and semester breaks:** No checkouts are allowed.
- Students must verify and confirm all equipment contents before leaving the checkout desk. Once equipment leaves the facility, the student accepts full responsibility for all items.
- The person checking out equipment is **fully responsible** even if equipment is swapped or transferred without proper approval.

2. Responsibility & Safety:

- Know how to safely operate all equipment before use.
- Ask the instructor or Digital Media Arts Technician for training if unsure.
- Never store university-owned equipment in cars, unsecured offices, or unattended spaces.
- Equipment left in unauthorized places may not be covered by insurance.

3. Equipment Return Policy:

- **Check-in required in person.** Inspections occur at return.
- Users must explain any damage or missing items at check-in.
- If equipment is returned dirty (grass, mud, fake blood, etc.), the user will be required to clean it before check-in is accepted.
- Late returns may carry penalties or result in suspension of privileges.

4. Facility Use Guidelines:

- Access is restricted to students enrolled in DMA courses.
- The Multimedia Studio requires card access; unauthorized persons are prohibited.
- Labs may not be used without prior booking or instructor assignment.
- Shared spaces with Mass Communication, Theatre, and Music require respectful, scheduled use.
- Equipment from any lab or facility may not be removed or repurposed without checkout documentation.

5. Late Return Penalties:

Three Strikes Policy:

- 1. First Offense:** Written warning; loss of checkout privileges for one week.
- 2. Second Offense:** Loss of all department equipment and facilities for two weeks; lab use limited to in-class only.
- 3. Third Offense:** Loss of all privileges for the remainder of the semester.

***Over 48 hours late = possible referral to Student Affairs & reported as stolen.**

6. Damage, Loss, or Theft Liability:

- Full replacement or repair costs are the responsibility of the student.
- In the event of theft, the student must file a police report within 24 hours.
- Southern University reserves the right to withhold student records, enrollment, or transcripts for unpaid equipment-related debts.

7. Extensions & Transfers:

- Extensions require written approval by the Digital Media Arts Technician.
- In-field transfers only permitted in emergencies with prior instructor and Digital Media Arts Technician approval.

8. Important Reminders:

- ✓ **Do not check out equipment until the semester officially begins.**
- ✓ **Equipment and facility access ends with the semester.**
- ✓ **Check your email and Southern University home page for emergency closure updates.**
- ✓ **Never leave equipment unattended or at checkout doors.**

Acknowledgment & Agreement Form:

By signing below, I acknowledge that I have read, understood, and agree to all Digital Media Arts Department Equipment Checkout and Facility Use Policies, including liability, penalties, and terms of equipment care.

Name: _____

U#: _____

Course # & Professor: _____

Semester/Year: _____

I have read, understand, and accept all conditions regarding late penalties, damage, and liability.

Signature: _____

Date: _____



CONCLUSION

The Digital Media Arts Department has developed a diverse curriculum that prepares students for careers in digital media, film production, recording arts, graphic design, animation, sports broadcasting, and digital performance. By providing a balance of theoretical knowledge and hands-on experience, these courses equip students with the skills necessary to succeed in the evolving landscape of digital media arts.



SOUTHERN[®] UNIVERSITY

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Digital Media Arts