What is Digital Arts and Culture?

DAC is an interdisciplinary
program, offering both a Bachelor
of Arts and a Certificate. But it's also a networked community of students, artists, scholars and practitioners. Coursework is drawn from three schools and colleges at UWM: Peck School of the Arts, College of Letters and Science, and School of Information Studies, with an overarching interest in the study and practice of Arts, Information, and Media.

DAC is interdisciplinary, flexible, and adaptable, allowing for the pursuit of passions and curiosity through the exploration of new ideas and networks of people.

DAC combines the critical thinking skills from the liberal arts tradition with combinations of applied or technical skills. Students may pursue courses from the areas of Art & Design, Journalism, English, Communication, or Information Science, just to name a few. These also include technical writing, digital composition, audio and visual production; graphic, communication, web, and interface design; and organization of data and information.

What will I learn and do in a DAC program?

- Analyze digital and electronic media systems, explaining what these platforms do and how they do it.
- Engage with complex digital issues: online, offline, via ubiquitous computing hardware and software.
- Organize information, both architecturally and visually, structuring software, websites, advertisements, social media, and more.
- Demonstrate hands-on, collaborative, and cross-disciplinary, media production with artists and designers.

What can I do with a DAC major or certificate?

A recent report[1] by the UW System and UW-Milwaukee about preparing students for the workplace says that one-in-three jobs of the future don't exist yet. This is due to the rapidly changing nature of the fields involving technology and society. The jobs we know today will be unrecognizable, even in a few years.

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[1] Edwards, Dave. "UW System President & UWM Chancellor Talk UW Schools & State Budget." *WUWM*, 7 Sept. 2017.

What else can I do with a DAC major or certificate?

As the gig economy grows, ManpowerGroup predicts[2] more people will become "independent professionals accepting their own clients, selecting their own schedules and moving at their own paces."

Any position, whether it's for a small nonprofit or large corporate entity, a large institution, or working as an independent media producer will require the ability to navigate and learn new technical skills. The ability to recognize that adaptation is a necessity for the society of the future. DAC equips students with an advantage to understand the social, political, and economic systems that are at work reorganizing how we work, play, and live.

A majority of our alumni go on to work as Artists or Designers, Advertising or Public Relations Creatives, Administrators for organizations, as Social Media Coordinators, and Digital Marketing or Media Technology Specialists.

For more information email dac-info@uwm.edu and see http://dac.uwm.edu

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[2] Jagler, Steve. "Independence is a driving force of the gig economy." *Milwaukee Journal Sentinel*, 14 Oct. 2017.