CULLEN COLLEGE OF ENGINEERING
TECHNOLOGY DIVISION
Bachelor of Science, Digital Media
Four-Year Academic Map 2024-2025

YEAR 1

Semester 1 Fall			Semester 2 Spring			Total
ENGL 1301	**First Year Writing I**	3	**ENGL 1302**	**First Year Writing II**	**3**	
MATH 1332	Contemporary Math	3	MATH 1324	Finite Math w/ Applications	3	
HIST 1301	U.S. to 1877	3	HIST 1302	U.S. since 1877	3	
GOVT 2305	US Government	3	GOVT 2306	US & Texas Constitution & Politics	3	
CORE	Life & Physical Sciences	3	CORE	Life & Physical Sciences	3	
Semester Hours		15	Semester Hours		15	30

YEAR 2

Semester 1 Fall			Semester 2 Spring			Total
CORE	Language, Philosophy & Culture	3	***DIGM 1300**	**Intro to Digital Media**	3	
CORE	Social & Behavioral Science	3	***DIGM 1350**	**Graphics for Digital Media**	3	
MATH 1342	**Elementary Statistical Methods**	3	***DIGM 1376**	**User Experience (UX) Principles**	3	
PHIL 1321	Logic I	3	*Technical Elective	See advisor	3	
CORE	Creative Arts	3	HDCS 1300	Family Ecosystems & Tech	3	
Semester Hours		15	Semester Hours		15	30

YEAR 3

Semester 1 Fall			Semester 2 Spring			Total
*DIGM 2325	**IT Applications for DIGM**	3	***DIGM 3357**	Social Media Apps & Analytics	3	
*DIGM 2353	**Page Layout & Design**	3	***DIGM 3358**	**Augmented & Virtual Reality**	3	
*DIGM 2376	**UX Principles 2**	3	***DIGM 3354**	**Principles of Video Production**	3	
*DIGM 2357	**Content Strategy & Development**	3	*Minor	Technology Leadership & Innovation Management or Applied Innovations	3	
*Minor	Technology Leadership & Innovation Management or Applied Innovations	3	*Technical Elective	See advisor	3	
Semester Hours		15	Semester Hours		15	30

YEAR 4

Semester 1 Fall			Semester 2 Spring			Total
*DIGM 4372	**Digital Media Production Mang**	3	*DIGM 4379	Transmedia Marketing	3	
*DIGM 4351	**Portfolio Development**	3	*DIGM 4378	Senior Project	3	
*CIS 3320	Data Visualization & Analysis	3	*Technical Elective	See advisor	3	
*Technical Elective	See advisor	3	*Minor	Technology Leadership & Innovation Management or Applied Innovations	3	
*Minor	Technology Leadership & Innovation Management or Applied Innovations	3	*Minor	Technology Leadership & Innovation Management or Applied Innovations	3	
Semester Hours		15	Semester Hours		15	30
						120

Courses in Bold are important prerequisites and should be taken as early as students are able.
*Offered at UH Sugar Land campus.
Students should meet with their academic advisor to formulate their own plan.

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