



# Arts & Media Majors at UWB



Side-by-side comparisons of different majors that have similar courses, qualities, or career options. Majors are not listed in any particular order.

## Culture, Literature & the Arts

### What is it?

The Culture, Literature and the Arts major (CLA) inquires into the make-up of diverse cultures and societies, and their literatures and arts. Students in the major study written and visual texts, interactive and performative modes of practice, and philosophical and theoretical accounts of those texts and practices. They gain an understanding of the complex relations among lived, represented, and speculated existence.

### What will I study?

CLA courses focus on the historical, social, and aesthetic dimensions of arts and culture, with special attention to the intersections among gender, sexuality, race, ethnicity, class, disability, and other vectors of power and privilege.

### What are the prerequisites?

Composition  
Research Writing  
10 credits in each Area Of Knowledge  
QUANTITATIVE SKILLS course (QSR)

### Where can I learn more?

[uwb.edu/culture-literature-arts](http://uwb.edu/culture-literature-arts)

## Interdisciplinary Arts

### What is it?

The IA major is built on the belief that meaningful contributions to art can be made by anyone from any class, ethnicity, race, nationality, gender, ability, and background. IA faculty implement critical and relevant thinking and practices in art in order to inspire students to push towards new engagements and achievements. The degree focuses on helping students to think in innovative and experimental ways while developing independent and collaborative projects that cultivate artistic skills.

### What will I study?

Coursework in the IA major includes a core class on interdisciplinary arts theory and practice (BISIA 319) and studio-based workshops. It enables students to develop strategies for artistic and social practice.

### What are the prerequisites?

Composition  
Research Writing  
10 credits in each Area Of Knowledge  
QUANTITATIVE SKILLS course (QSR)

### Where can I learn more?

[uwb.edu/interdisciplinary-arts](http://uwb.edu/interdisciplinary-arts)



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## Media & Communications Studies

### What is it?

The Media and Communication Studies (MCS) major prepares students to develop and hone skills as critical readers and practitioners that cross a range of disciplines and professional contexts. Those who graduate with an MCS major think critically about access, use, and control of communication and media on the local, national, and global level. The major combines hands-on production with a rich grounding in media and communication theory and history that focuses on power, difference, and injustice.

### What will I study?

MCS students develop the intellectual capacities and skills needed to use media and communication effectively and ethically. MCS coursework integrates theory and practice through media production workshops, classroom seminars, and community-based research projects.

### What are the prerequisites?

Composition  
Research Writing  
10 credits in each Area Of Knowledge  
QUANTITATIVE SKILLS course (QSR)

### Where can I learn more?

[uwb.edu/media-communication](http://uwb.edu/media-communication)

## Interactive Media Design

### What is it?

Interactive Media Design (IMD) provides students with an expansive understanding of the processes and methods involved in conceiving, creating, and evaluating technology-mediated experiences. IMD students create media products ranging from video and immersive artworks to web-based and platform-specific apps while working in collaboration with their peers. With its interdisciplinary approach to interaction design and emphasis on studio practice, IMD enables students to develop creative solutions to complex problems.

### What will I study?

The two-year curriculum, grounded in an intensive cohort-based learning environment, blends academic theory, human-centered design, artistic technique, process management approaches, and methods for gathering and analyzing critical metrics.

### What are the prerequisites?

Composition  
Introductory Course: Interactive Media/Design Thinking/Visual Art  
Introductory Course:: Web Development and Programming  
Statistics/Quantitative Methods/Data Visualization

### Where can I learn more?

[uwb.edu/media-design](http://uwb.edu/media-design)