University of Wisconsin Whitewater

Media Arts Emphasis

Focus on fine arts, graphics, and the visualization of interactive media

Media Arts develops aesthetic sensibility and artistic design skills important in the production of original, creative, digital media content for interactive and time-based computer games, animation, websites, video, special effects, 3D and motion graphic industry and artistic productions.

What will I learn?

Challenged to be conceptual and innovative, students will take classes in digital visual imaging, drawing for digital media, web interface design, motion graphic animation, and visual effects generators. Other courses that will build the media arts design repertoire include 3-D imaging, modeling and animation, digital photography, and high definition digital video/editing.

Example courses: Graphic Media Imaging as a Web/Interactive Media, Raster/Vector & 3-D Modeling, Graphics and Animation, Digital Video/Motion Graphics.

Media Arts Career Opportunities

The media arts student develops a creative portfolio of work combining or specializing in any of the above areas in preparation for employment as an independent and/or team-oriented media designer for interactive, streaming media, advertising, game development, corporate or fine art media studios.

- Video artist (suggested pairing with Electronic Media major or General Communication minor with focus on Electronic Media)
- 3-D artist and animator (suggested pairing with Computer Science major/ minor)
- Motion Graphics artist (suggested pairing with Art Studio or Graphic Design minor)
- Graduate study