Media Arts

BAA in Media Arts

The Bachelor of Applied Arts (BAA) curriculum merges arts, science and technology curricula, creating opportunities for students to gain training in the emerging creative technologies of audio production, filmmaking, animation and video game design.

The program engages with businesses and focuses on developing student’s technological acumen combined with design thinking skills. These include the capabilities to

1. Develop creative solutions,
2. Effectively communicate,
3. Practice entrepreneurship, and
4. Master emerging software/hardware.

The development of these capabilities is grounded in an applied academic curriculum. WSU’s location in the largest city in Kansas is a vital component to this learning process.

The media arts program is structured as one BAA degree with four tracks: audio production, filmmaking, animation and game design. The structure is unique as it has four related tracks under one degree classification.

The degree consists of 120 credit hours in one of the four tracks. Students are required to take:

<table>
<thead>
<tr>
<th>Select 30 credit hours of general education courses (^1)</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required common core courses</td>
<td>21</td>
</tr>
<tr>
<td>Select 54 credit hours in a discipline-specific track (^2)</td>
<td>54</td>
</tr>
<tr>
<td>Select 15 credit hours of guided electives chosen with the approval of an advisor</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total Credit Hours</strong></td>
<td><strong>120</strong></td>
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</table>

\(^1\) See general education program (http://catalog.wichita.edu/undergraduate/general-education-program) requirements.

\(^2\) Chosen with advisor approval. See department for specific concentration requirements.

Courses in Media Arts

- Media Arts (MART) (http://catalog.wichita.edu/undergraduate/courses/mart)