

BACHELOR OF ARTS IN DIGITAL MEDIA ARTS

UNIVERSITY OF NEW YORK IN PRAGUE (UNYP)

PROGRAM OVERVIEW

Earn your American bachelor's degree in the heart of Europe. The Bachelor of Arts (B.A.) in Digital Media Arts at UNYP are tailored for students pursuing creative and technical careers in digital media, design, and emerging technologies.

This flexible program combines theory with hands-on practice in key areas such as digital storytelling, graphic and web design, multimedia production, information design, media ethics, and digital art. Students investigate the historical, cultural, political, and social forces influencing digital creation while learning to assess and produce meaningful, responsible content.

The degree is awarded in partnership with SUNY, Empire State University

The program culminates in a Capstone Project, enabling students to create a substantial, original media project or a professional portfolio that reflects their interests and career goals.

WHO SHOULD APPLY

- Creators who are passionate about visual storytelling, design, or media arts
- Students who are eager to explore digital technology in a creative and ethical context
- Future professionals aiming to work in multimedia, animation, web, or content design
- Artists seeking to blend cultural insight, design thinking, and technical skills.

WHY STUDY DIGITAL MEDIA ARTS AT UNYP?

- Earn a fully accredited American degree from SUNY, Empire State University
- Study in Prague at a vibrant, multicultural, English-speaking campus
- Balance artistic creativity with technical execution and critical media theory
- Learn from experienced international faculty and industry-active professionals
- Develop a final capstone project or portfolio that showcases your unique vision and goals
- Prepare for both freelance and in-house creative careers through collaborative and individual production.

CURRICULUM HIGHLIGHTS

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Lower-Level Core Courses:

- Media & Visual Literacy
- Introduction to Drawing or Photographic Vision
- Writing for Digital Media
- Introduction to Digital Art & Design
- Web Publishing Fundamentals
- Diversity in the U.S. Arts

Advanced-Level Core Courses:

- Advanced Drawing or Illustration
- Advanced Digital Art & Design
- Ethics of Digital Art & Design
- Digital Storytelling
- Information Design
- Digital Media Arts
- History & Theory of New Media
- Capstone in Digital Media Arts

Elective Options:

- Game Design & Development
- Digital Painting
- Advanced Graphic Design
- Advanced Photography or Web Design
- Arts Management

This curriculum focuses on enhancing personal expression, media literacy, design systems, and understanding emerging creative technologies.

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LEARNING OUTCOMES

By the end of the program, graduates will be able to:

- Examine digital media theory in relation to creative practice
- Discuss the historical, political, and social contexts of digital media art
- Evaluate content for authenticity, reliability, and creative integrity.
- Incorporate ethical considerations in media production and design
- Design with an emphasis on diversity, equity, and inclusion.
- Create individual and collaborative digital media projects using current tools and platforms.
- Develop a compelling digital portfolio tailored for global creative industries.

CAREER PATHWAYS

Graduates are prepared to thrive in roles such as:

- Graphic Designer
- Visual Artist or Illustrator
- Media Writer or Storyteller
- Animator or Filmmaker
- Photographer or Videographer
- Information Designer
- Web and UX Designer
- Game Developer
- Art Director or Creative Strategist

Graduates go on to work in creative agencies, tech startups, media companies, NGOs, and as freelancers worldwide.

READY TO DESIGN YOUR FUTURE?

Join an international creative community and develop the skills to bring ideas to life.

Learn more: www.unyp.cz

Location: Prague, Czech Republic

Language of Instruction: English

Format: Full-time undergraduate program

Degree awarded by:
SUNY, Empire State University