

COLLEGE OF HUMANITIES, ARTS, BEHAVIORAL AND SOCIAL SCIENCES

ART, MEDIA, AND DESIGN

Art, Media, and Design (AMD) at CSUSM is one degree with two options, Art and Visual Culture (AVC) and Digital and Media Art (DAMA). AVC focuses on studio art and visual thinking while DAMA focuses on creative digital practices. The degree is interdisciplinary with both options encouraging the dynamic interplay of traditional and new media to spark the creative imagination of student artists. The AMD major addresses contemporary issues through the production and research of art, media, and design. With an emphasis on social and cultural awareness at its core, the program fosters technical skills while building strong conceptual, narrative and research-based practices. Through our rich array of courses as well as through mentorship, AMD helps students develop their creative voices and explore career paths that best suit their vision. Minors in the AMD department include Art & Visual Culture Studies, Art & Visual Culture Studio, Digital & Media Art, and Video & Film Production.



“AMD helped me find what subjects I like to learn, with faculty reminding me to have fun with what I love to do: create ideas. To be part of this degree gives me a breath of freedom to express what I think and the tools to inspire those around me.

– Melissa Lugtu, AMD major

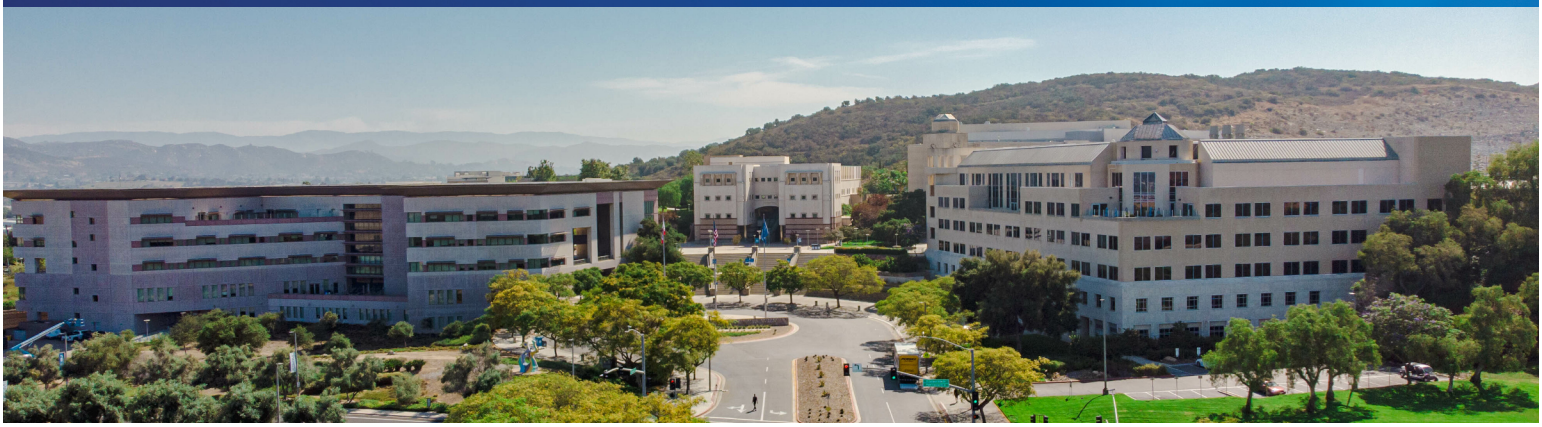
Art, Media, and Design graduates pursue a multitude of career paths, including ...

- Artist
- Animator
- Art Director
- Arts Educator
- Art Therapist
- Media Producer
- Illustrator/Graphic Artist
- 2D /3D/VR Designer
- Web/UX Designer
- Curator/Museum Educator
- Sound/Podcast Designer/Producer
- Social Media Content Producer
- Community Arts Organizer
- Makerspace Coordinator
- Filmmaker/Director

LEARN MORE

csusm.edu/sofa/art-media-and-design (760) 750-4324 kcoleman@csusm.edu

California State University SAN MARCOS
COLLEGE OF HUMANITIES, ARTS, BEHAVIORAL & SOCIAL SCIENCES



LABOR MARKET RESOURCE GUIDE

Top Posted Job Titles:

- Program Managers
- Project Coordinators
- Technical Program Managers
- Directors of Development
- Program Coordinators
- Managers
- Photographers
- Event Coordinators
- Event Managers
- Communications Managers
- Supervisors
- Communications Specialists
- Program Directors
- Regulatory Affairs Managers
- Planners
- Video Editors
- Videographers

37,819
ANNUAL OPENINGS

$95K/yr
MEDIAN EARNINGS

+14.7%
% CHANGE 2021-2031 PROJECTED GROWTH

Based on the National Workforce in Art, Media, and Design Occupations with a BA or MA.

**Sources: Lightcast™ Data in the U.S. from 2021-2023*



Top Skills Requested in Job Postings:

Common

- Communication
- Management
- Leadership
- Operations
- Planning
- Customer Service
- Writing
- Detail Oriented
- Coordinating
- Program Mgmnt.

Specialized

- Project Management
- Marketing
- Auditing
- Finance
- Workflow Mgmnt.
- Public Relations
- Accounting
- Fundraising
- Process Imprvmnt.
- Data Analysis

Software

- Microsoft Excel
- Microsoft Office
- Microsoft PowerPoint
- Microsoft Outlook
- Microsoft Word
- Spreadsheets
- Salesforce
- Google Workspace
- Adobe Photoshop
- Dashboard

Top Organizations Where CSUSM Art, Media, and Design B.A. Graduates Are Working:

- California State University
- University of California
- Thermo Fisher Scientific
- United States Navy
- San Diego Unified School District
- Costco
- Amazon
- Palomar College
- Scripps Health
- City Of San Diego
- San Marcos Unified School District
- Legoland California Resort
- Disney
- Associated Students, Inc. of CSUSM
- UPS
- Google
- Shutterfly
- City Of Escondido
- United States Marine Corps
- Mental Health Systems
- Viasat
- Keep Me Posted
- Keller Williams Realty
- Gerardy Photography
- Carlsbad Unified School District
- KOCT — Oceanside Community Television
- Apple
- Fluidra North America
- NBC