



Media Arts, B.F.A.

The B.F.A. in Media Arts at Cal Poly Humboldt is where creative vision meets technological exploration. Designed for students passionate about storytelling through film/video, photography, animation, design, and audio, the program offers a hands-on, flexible curriculum that prepares graduates for professional success in the fast-evolving digital arts industries.

Experience Your Learning

Get real-world, industry-level training with access to advanced technology and collaborative, project-based learning.

Begin with a strong foundation in photography, animation, audio production, and filmmaking.

Choose from specialized emphases in Animation, Design, Film, or Photography, or work with your advisor to create a custom pathway tailored to your creative and career goals.

Collaborate across disciplines through capstone projects that mimic real-world creative teams.

Build a competitive portfolio through upper-division media production and professional practice courses.



Did you know?

- Digital tools and media production skills are in high demand across creative industries, from entertainment to communications.
- The B.F.A. in Media Arts supports transfer students with a structured two-year completion plan.
- Cal Poly Humboldt offers dynamic elective options in Art, Film, and Music to support cross-training in your interests and adaptive flexibility in emerging creative industries.
- Students can present their work at ideaFest, the Humboldt International Film Festival, or in the galleries on campus and in the local community.



Academics & Options

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Program Emphases

Students specialize through one of four emphasis areas or craft a customized course path. Each emphasis builds advanced skills and fosters professional readiness.

Animation

- Courses in 2D/3D animation, drawing, and visual effects.
- Develop strong storytelling and motion design abilities for games, film/video, and interactive media.

Design

- Focus on digital design, illustration, print and visual communication.
- Use graphics to communicate messages, drive movements, and shape brands.

Film

- Advanced documentary and narrative filmmaking courses.
- Gain experience in directing, editing, and visual storytelling for screen-based media.

Photography

- Deepen skills in digital and darkroom photography.
- Build a portfolio for fine art, commercial, or documentary photography careers.

Program Learning Outcomes

Graduates of the B.F.A. in Media Arts will:

Communicate ideas effectively through written, oral, and visual forms.

Analyze and critique digital media with an understanding of art history and contemporary practice.

Apply creative, ethical, and aesthetic judgment in media production.

Demonstrate technical mastery and conceptual clarity in their emphasis area.

Careers

The B.F.A. in Media Arts equips students with the skills needed to thrive in today's creative economy.

- Animator
- Filmmaker
- Photographer
- UX/UI Designer
- Digital Artist
- Visual Effects Artist
- Multimedia Storyteller
- Creative Director

