The University of Arizona
UNDERGRADUATE DEGREES
School of Information

The University of Arizona’s iSchool is educating the creators and analysts of technologies that are reshaping our world. For students seeking to explore, build, and reshape the digital landscapes of tomorrow, we offer the following bachelor’s degrees.

B.A. in Information Science and Arts
Our ISTA B.A. students use their creativity along with the mathematical foundation and software expertise we provide to build robots, systems, and interactive experiences. Course topics include:

- Creative coding
- Virtual reality design
- Sound technology
- Digital project management
- Game development
- Rapid prototyping

ISTA B.A. students are superior candidates for careers in Game Design, Digital Content Development, Systems Analysis and Human Resources. Many graduates have started their own businesses.

B.A. in Information Science and eSociety
Our eSociety students learn to critically analyze the digital world through humanities and social science perspectives, gaining fluency in the online environments of today and tomorrow. Course topics include:

- Social media cultures
- Multimedia design
- Digital identity and discourse
- Media past, present, future
- Online collaboration
- Digital Storytelling

The eSociety degree is an excellent choice for careers in data and social media in a wide array of fields including Public Relations, Digital Marketing and Content Development, and Technical Writing.

B.S. in Information Science and Technology
Our ISTA B.S. students analyze and extend the digital world using the mathematical foundation and analytical languages and tools fostered in this program. Course topics include:

- Data science and informatics
- Virtual reality
- Digital project management
- Game development
- Human-computer interaction
- Artificial intelligence

Students with the ISTA B.S. are highly sought after for careers in Data Science, Web Development, Systems Analysis, and many emerging positions in Information Technology and Computing.

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