Digital Media Design

The Bachelor of Arts in Digital Media Design consists of courses that prepare the student for a broad range of positions requiring a background in computer transmedia design theory, production, and project management. Students receive hands-on training in leading software applications, while they learn and apply multimedia development theory and practice for online and hand held delivery.

Career Opportunities for Digital Media Design

- Graphic Designer
- Multimedia Specialist
- Project Specialist
- Web Designer/Developer

Employers of Digital Media Design Graduates

- Advertising Agencies
- Boutique ad, marketing, game and production houses
- Corporate communications department
- Corporate marketing department
- Marketing Firms
- Public Relations Agencies
- Publication Companies
- Video Production Companies
- Web Development & Design Firms

Professional Associations and Affiliations

American Advertising Federation
www.aaf.org

Society for News Design
www.spd.org

American Institute of Graphics Arts
www.aiga.org

Society of Public Designers
www.spd.org

American Marketing Association (AMA)
www.marketingpower.com

Creative Business
www.creativebusiness.com

Design Management Institute
www.dmi.org

International Game Developers Associations
www.igda.org

National Association of Photoshop Professionals
www.photoshopuser.com

National Association for Printing Leadership
http://public.napl.org

Organization of Black Designers
www.core77.com/OBD