DIGITAL MEDIA

What is Digital Media?

Digital Media personnel are responsible for “planning, developing and directing multimedia, graphics, layout, interactive media, animation, and/or digital film projects. “

“Multi-media artists and animators work primarily in the motion picture and video industries, advertising, and computer systems design services. They draw by hand and use computers to create the series of pictures that form the animated images or special effects seen in movies, television programs and computer games. Some draw storyboards for television commercials, movies and animated features. Many multi-media artists model objects in three dimensions by computer and work with programmers to make those images move.”

“The growth of the Internet and the expansion of the World Wide Web (the graphical portion of the Internet) have generated a variety of occupations related to the design, development and maintenance of Web sites and their servers. For example, webmasters are responsible for all technical aspects of a Web site, including performance issues such as speed of access, and for approving the content of the site. Internet developers or Web developers, also called Web designers, are responsible for day-to-day site creation and design.”

What are the career opportunities for a Digital Media Graduate?

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<th>Animation</th>
<th>Digital Video and Special Effects</th>
<th>Educational Technology</th>
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<td>Electronic Entertainment</td>
<td>Game Development</td>
<td>Graphics Designer</td>
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<tr>
<td>Instructional Design</td>
<td>Internet Services and Technology</td>
<td>Media Director</td>
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<td>Multi-Media Specialist</td>
<td>Production Coordinator</td>
<td>Web Developer or Web Master</td>
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Learn more about the occupations listed above by going to [http://www.bls.gov/ooh](http://www.bls.gov/ooh)

How do you get ready?

- Develop excellent technical and computer skills, especially Internet proficiency and knowledge
- Demonstrate curiosity, confidence, assertiveness, creativity, initiative, tact, competitive spirit, enthusiasm, persistence and diplomacy
- Obtain experience through volunteer, practicum or internship opportunities
• Conduct informational interviews with professionals in fields of interest to gain information, develop contacts, build mentoring relationships, and learn more about career opportunities in a competitive field

**Related Major Skills** (from [http://www.career.ucf.edu/](http://www.career.ucf.edu/))

<table>
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<th>Strong skills in computer technology</th>
<th>Attention to detail</th>
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<tr>
<td>Creative &amp; Imaginative</td>
<td>Communicate ideas visually, verbally and in writing</td>
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<td>Keep up with quickly changing trends and technologies</td>
<td>Open to new ideas and influences</td>
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<td>Problem-solving Skills</td>
<td>Ability to work independently and collaboratively</td>
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<td>Self-discipline and time management</td>
<td>Good business sense</td>
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<td>Ability to work under pressure</td>
<td>Evaluate ideas and presentations</td>
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<td>Synthesizing information</td>
<td>Interpretation skills</td>
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<td>Identify and manage different needs of individuals, groups, etc.</td>
<td>Explaining processes, plans and concepts</td>
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<td>Critical thinking skills</td>
<td>Planning and managing skills</td>
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**What about the future?**

“Demand for multi-media artists and animators will increase as consumers continue to demand more realistic video games, movie and television special effects, and 3D animated movies. Additional job openings will arise from an increasing demand for Web site development and for computer graphics adaptation from the growing number of mobile technologies. Animators are also increasingly finding work in alternative areas such as scientific research or design services.”

For a more detailed employment outlook of multi-media occupations, refer to [http://www.bls.gov/ooh](http://www.bls.gov/ooh)

**Available at Albright College Career Development’s Resource Library**

- Career Opportunities in Art, by Susan H. Haubenstock and David Joselit
- Career Opportunities in Computers and Cyberspace, by Harry Henderson
- Career Opportunities in the Film Industry, by Fred Yager and Jan Yager
- Careers for Computer Buffs and Other Technological Types, by Marjorie Eberts and Margaret Gisler
- Careers for Cyber-Surfers and Other Online Types, by Marjorie Eberts and Rachel Kelsey
- Opportunities in Animation and Cartooning Careers, by Terence J. Sacks
- Opportunities in Commercial Art and Graphic Design Careers, by Barbara Gordon
- Opportunities in Film Careers, by Jan Bone and Ana Fernandez
Disclaimer

Links to Internet sites are provided for your convenience and do not constitute an endorsement by Albright College Experiential Learning and Career Development Center.

Career Planning Links

- Production Hub/Entertainment Careers http://www.entertainmentcareers.net
- Digital Media FX, http://www.digitalmediafx.com
- MediaBistro http://www.mediabistro.com
- American Cinema Editors http://www.ace-filmmakers.org
- Talent Zoo, http://www.talentzoo.com
- Advertising Media Internet Center, http://www.amic.com
- Variety http://www.variety.com
- Texas Film Commission Hotline, Animation/Game Jobs, http://gov.texas.gov/film/hotline
- Film and TV production resources http://www.mandy.com
- Work in Sports www.workinsports.com
- Creative Jobs http://www.creativehotlist.com/

Professional Associations Links

- Digital Media Association, http://www.digmedia.org/
- Association of Independent Video and Filmmakers http://www.aivf.org
- Academy of Motion Picture Arts & Sciences http://www.oscars.org
- American Association of Advertising Agencies http://www.aaaa.org
- British Interactive Multimedia Association http://www.bima.co.uk
- American Advertising Federation http://www.aaf.org/
- International Digital Media and Arts Association http://www.idmaa.org/
- Society for Cinema and Media Studies http://www.cmstudies.org/