

# DIGITAL MEDIA PRODUCTION

University of Northern Iowa College of Humanities, Arts & Sciences

<https://commstudies.uni.edu/digital-media>

## ABOUT THE MAJOR

Digital Media focuses on storytelling and media management across multiple platforms such as video, mobile devices, photography, print, radio, television, web, and social media. This major contains three concentration areas: Digital Journalism, Digital Media Leadership, and Digital Media Production. No matter the area a student chooses to focus on, this major is a hub for creativity, collaboration, and innovation.

## SAMPLE COURSEWORK

Oral Communication	Writing for digital Media
Digital Media Production I	News Writing for Media
Fundamental of Journalism	Editing and Design
Interactive Digital Communication	Journalism, Law, and Ethics

## POSSIBLE CAREERS \*some titles may require further education

Social Media Director	Interactive Media Associate	UX Designer	Mobile Developer
Brand Manager	Internet Marketing Coordinator	UI Designer	App Designer
Engagement Coordinator	Marketing Technologist	Accessibility Specialist	Software Developer
Content Manager	Web Developer	Interaction Designer	Systems Administrator

## UNI GRADUATES: WHERE ARE THEY NOW?

- Mudd Advertising
- Meredith Corporation
- Hibu
- Strategic America
- Spinutech
- McGraw-Hill
- OnMedia
- VGM Forbin
- Gannett – USA Today Network
- Workiva
- Iowa State University Athletics
- KTTC TV
- LaneTerralever
- Bell and Howell
- University of Northern Iowa



## SKILLS NEEDED

- Technical skills
- Problem-solving
- Marketing skills
- Product management
- Analytical thinking
- Sales skills
- Creativity
- Visual storytelling
- Ability to work on teams and individually

## HOLLAND CODES

**ARS**