Digital Media Production
University of Northern Iowa College of Humanities, Arts & Sciences
https://commstudies.uni.edu/digital-media

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
- 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