



# JACOB

## DIGITAL MEDIA PRODUCTION

### ABOUT MY MAJOR

My major is Digital Media Production, which is basically video and audio production. We learn how to produce videos, we learn how to edit videos. We learn how to record and edit audio. The whole goal is to be able to produce digital video and audio content.

### CHOOSING MY MAJOR

I had a friend in this program and I had some interest in high school in doing video stuff. So seeing that I could continue with that in college seemed interesting to me, and then I kept sticking with it and it felt like the perfect fit.

### MINORS & CERTIFICATES

Some students minor in other aspects of digital media, because its split into 3 areas. There's production, journalism, and leadership. Many production majors will minor in Digital Media Leadership, since it's a couple of extra classes to do. It adds skills for managing your own production company, for example. If you're going to add a minor, I would say, add a business-oriented minor, so if you want to start your own company, you have those skills.

### SKILLS

I recommend writing skills. There are many classes where you have to write scripts and rundowns. Also learning the technology. Obviously, technology changes so what's relevant now might not be relevant in five years. Staying up-to-date on different programs and equipment goes a long way in this program. So does adaptability to be able to do new things.

## STUDENT ORGANIZATIONS

There is a student organization called Hilltop Media. I'm not involved with them, but I have worked with people who are involved with them. As far as I understand it, they meet once or twice a week and create short films using equipment provided by the professor. The professor gives them feedback and they get to create their own creative projects.

## INTERNSHIPS

I'm doing my internship with Around the Corner Productions in Cedar Falls with Eric Braley, a professor in the program. What I'm doing in my internship is mostly live sports events for UNI. Athletics pays the company to do ESPN broadcasts for athletics. I've done men's and women's basketball, volleyball, wrestling, and we'll be doing softball in April. You get to work with real life TV directors and you get to produce a real thing that's being broadcast out to the world.

The other thing that I've been doing for my internship has been editing sports highlights together. I definitely enjoy that. They require us to do an internship because then you're forced to get that hands-on experience, and it will help you in the career field. I also have an advanced production class where we create a TV broadcast every week that's a half hour show.

## CAREERS

My ideal job is being a camera operator for sporting events. I would be interested in doing anything with video editing, video production, or assisting production.