

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 Course Work

Digital Media Production 1

Graphic Design 1

News Writing & Reporting

Editing & Design

Introduction to Film

Digital Advertising

Possible Careers

*Some titles may require further education

Brand Manager

Internet Marketing Coordinator

UI Designer

Content Manager

Marketing Technologist

Web Developer

Engagement Coordinator

Interactive Media Associate

UX Designer

Social Media Director

Systems Administrator

Accessibility Specialist

UNI Graduates: Where Are They Now?

- Mudd Advertising
- Meredith Corporation
- Hibu
- Strategies America
- McGraw-Hill
- OnMedia
- VGM Forbin
- Gannett- USA Today Network
- Workiva
- Iowa State University Athletics
- KTTC TV
- LaneTerraliver
- 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