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
- Brand Manager
- Content Manager
- Engagement Coordinator
- Social Media Director
- Internet Marketing Coordinator
- Marketing Technologist
- Interactive Media Associate
- Systems Administrator
- UI Designer
- Web Developer
- UX Designer
- 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
- 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