

INTERACTIVE DIGITAL STUDIES

University of Northern Iowa College of Humanities, Arts, and Sciences
<https://ids.uni.edu/>

ABOUT THE MAJOR

Interactive Digital Studies is an innovative program that focuses on ways to creatively address the future. Students gain an understanding of digital culture and theory while learning the ways in which digital media influences our world. This customizable major allows students to focus in on specific areas of digital studies including advertising, computation, imaging, learning, music, history, writing, and visualization.

SAMPLE COURSEWORK

Interactive Digital Communication	Digital Culture and Communication
Mass Communication and Society	Media Computation
IDS Practicum	Web Application Development

POSSIBLE CAREERS *some titles may require further education

Advertising Manager	Multimedia Consultant	Animator	Computer Programmer
Digital Audio Tech	Digital Graphic Artist	Film Producer	Digital Video Editor
Marketing Manager	Online Database Manager	Public Relations	Web Developer
Technology Support Specialist	Broadcaster	Social Media Manager	Content Manager

UNI GRADUATES: WHERE ARE THEY NOW?

- InSync PLUS
- Hibu
- Red Lab Technologies
- The Buzz Creative Group
- Mittera
- Strategic Marketing Services
- Visual Logic
- Onimond Global
- KWWL
- Meredith Corporation
- TEKsystems
- NBCUniversal Media
- Nexstar Digital Company
- MindFire Communications
- Spinutech



SKILLS NEEDED

- Teamwork
- Technical ability
- Problem solving
- Time management
- Organization
- Communication
- Creativity
- Attention to detail
- Discipline
- Analytical
- Interpersonal skills

HOLLAND CODE

AES