**Interactive Digital Studies**

University of Northern Iowa College of Humanities, Arts, and Sciences

[https://ids.uni.edu/](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.

### Possible Careers

*Some titles may require further education*

<table>
<thead>
<tr>
<th>Advertising Manager</th>
<th>Multimedia Consultant</th>
<th>Animator</th>
<th>Computer Programmer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Audio Tech</td>
<td>Digital Graphic Artist</td>
<td>Film Producer</td>
<td>Digital Video Editor</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>Online Database Manager</td>
<td>Public Relations</td>
<td>Web Developer</td>
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<tr>
<td>Technology Support Specialist</td>
<td>Broadcaster</td>
<td>Social Media Manager</td>
<td>Content Manager</td>
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### Sample Coursework

<table>
<thead>
<tr>
<th>Interactive Digital Communication</th>
<th>Digital Culture and Communication</th>
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<tbody>
<tr>
<td>Mass Communication and Society</td>
<td>Media Computation</td>
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<tr>
<td>IDS Practicum</td>
<td>Web Application Development</td>
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</tbody>
</table>

### 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