

# Digital Media Studies

---



## An Overview...

Digital Media Studies combines the disciplines of Communication, Art, Math and Computer Science into the design and development of multimedia/digital media. The media may be used to inform, persuade, entertain and educate large numbers of people. The program “explores the technical, social, political, legal, cultural and individual issues” relating to the use of multimedia/digital media.

## Skills:

Critical understanding and creative thinking	Ability to design and present clear messages in a technical format
Ability to collect, organize, classify, search for, arrange and process data	Ability to problem solve Aptitude for accurate details
Mastery of computer programming technology	Ability to read, understand and interpret technical information
Visual and graphic design	Ability to work in groups and teams

## Some Professional Careers:

Advertising Designer	Freelance Designer	Software designer
Advertising Director	Game designer	Software engineer
Animator	Graphic designer	Systems engineer
Architectural Designer	Information Broker	Systems support technician
Art Director	Interactive Media and Multimedia Producer	Teacher/ trainer
Computer Graphic Imaging	Marketing Coordinator	Technical consultant
Computer Programmer	Media Director	Technical writer
Desktop Publishing	Media Specialist	Telecommunications Specialist
Digital Video Production Director	Multimedia sales	Website designer
Editor	Network Engineer	Webmaster
Educational Designer	Producer	Writer
Educational Producer	Programmer/ Analyst	
	Project manager	

## **Hiring Organizations:**

Advertising firms  
Architectural firms  
Computer software manufacturers  
Corporations with a digital presence  
Educational institutions  
Entertainment corporations  
Game manufacturers  
Government agencies  
Marketing departments of corporations

Movie studios  
Multimedia production companies  
New technology research firms  
Online information services  
Public relations firms  
Telecommunications firms  
TV/ cable firms  
Website design firms

## **Professional Organizations:**

American Advertising Federation 1101  
Vermont Avenue NW, Suite 500  
Washington, DC 20005-6306  
(202) 898-0089 (202) 898-0159  
[www.aaf.org](http://www.aaf.org)  
email: [aaf@aaf.org](mailto:aaf@aaf.org)

Association for Multimedia Communications  
PO Box 10645  
Chicago, IL 60610  
[www.amcomm.org](http://www.amcomm.org)

Association of Graphic Communications  
330 7<sup>th</sup> Avenue, 9<sup>th</sup> Floor  
New York, NY 10001-5010  
(212) 279-2100 fax: (212) 279-5381  
[www.agcomm.org](http://www.agcomm.org)

Graphic Arts Technical Foundation  
200 Deer Run Road  
Sewickley, PA 15143-2600  
(412) 741-6860 fax: (412)  
741-2311 [www.gatf.org](http://www.gatf.org)  
email: [info@gatf.org](mailto:info@gatf.org)

American Institute of Graphic Arts  
164 Fifth Avenue  
New York, NY 10012  
(212) 807-1990 fax: (212) 807-1799  
[www.aiga.org/](http://www.aiga.org/)

Graphic Artists Guild  
32 Broadway, Suite 1114  
New York, NY 10004  
Tel: 212-791-3400  
Fax: 212-791-0333  
[www.gag.org/](http://www.gag.org/)  
email: [execdir@gag.org](mailto:execdir@gag.org)