

DIGITAL MEDIA

What is Digital Media?

Digital Media personnel are responsible for “planning, developing and directing multimedia, graphics, layout, interactive media, animation, and/or digital film projects. “

“*Multi-media artists and animators* work primarily in the motion picture and video industries, advertising, and computer systems design services. They draw by hand and use computers to create the series of pictures that form the animated images or special effects seen in movies, television programs and computer games. Some draw storyboards for television commercials, movies and animated features. Many multi-media artists model objects in three dimensions by computer and work with programmers to make those images move.”

“The growth of the Internet and the expansion of the World Wide Web (the graphical portion of the Internet) have generated a variety of occupations related to the design, development and maintenance of Web sites and their servers. For example, *webmasters* are responsible for all technical aspects of a Web site, including performance issues such as speed of access, and for approving the content of the site. *Internet developers* or *Web developers*, also called *Web designers*, are responsible for day-to-day site creation and design.”

What are the career opportunities for a Digital Media Graduate?

Animation	Digital Video and Special Effects	Educational Technology
Electronic Entertainment	Game Development	Graphics Designer
Instructional Design	Internet Services and Technology	Media Director
Multi-Media Specialist	Production Coordinator	Web Developer or Web Master

Learn more about the occupations listed above by going to <http://www.bls.gov/ooh>

How do you get ready?

- Develop excellent technical and computer skills, especially Internet proficiency and knowledge
- Demonstrate curiosity, confidence, assertiveness, creativity, initiative, tact, competitive spirit, enthusiasm, persistence and diplomacy
- Obtain experience through volunteer, practicum or internship opportunities

- Conduct informational interviews with professionals in fields of interest to gain information, develop contacts, build mentoring relationships, and learn more about career opportunities in a competitive field

Related Major Skills (from <http://www.career.ucf.edu/>)

Strong skills in computer technology	Attention to detail
Creative & Imaginative	Communicate ideas visually, verbally and in writing
Keep up with quickly changing trends and technologies	Open to new ideas and influences
Problem-solving Skills	Ability to work independently and collaboratively
Self-discipline and time management	Good business sense
Ability to work under pressure	Evaluate ideas and presentations
Synthesizing information	Interpretation skills
Identify and manage different needs of individuals, groups, etc.	Explaining processes, plans and concepts
Critical thinking skills	Planning and managing skills

What about the future?

“Demand for multi-media artists and animators will increase as consumers continue to demand more realistic video games, movie and television special effects, and 3D animated movies. Additional job openings will arise from an increasing demand for Web site development and for computer graphics adaptation from the growing number of mobile technologies. Animators are also increasingly finding work in alternative areas such as scientific research or design services.”

For a more detailed employment outlook of multi-media occupations, refer to <http://www.bls.gov/ooh>

Available at Albright College Career Development’s Resource Library

- Career Opportunities in Art, by Susan H. Haubenstein and David Joselit
- Entertainment Careers.net <http://www.entertainmentcareers.net/>
- Career Opportunities in Computers and Cyberspace, by Harry Henderson
- Career Opportunities in the Film Industry, by Fred Yager and Jan Yager
- Careers for Computer Buffs and Other Technological Types, by Marjorie Eberts and Margaret Gisler
- Careers for Cyber-Surfers and Other Online Types, by Marjorie Eberts and Rachel Kelsey
- Opportunities in Animation and Cartooning Careers, by Terence J. Sacks
- Opportunities in Commercial Art and Graphic Design Careers, by Barbara Gordon
- Opportunities in Film Careers, by Jan Bone and Ana Fernandez

Disclaimer

Links to Internet sites are provided for your convenience and do not constitute an endorsement by Albright College Experiential Learning and Career Development Center.

Career Planning Links

- Production Hub/Entertainment Careers <http://www.entertainmentcareers.net>
- Digital Media FX, <http://www.digitalmediafx.com/>
- MediaBistro <http://www.mediabistro.com>
- American Cinema Editors <http://www.ace-filmeditors.org>
- Talent Zoo, <http://www.talentzoo.com>
- Advertising Media Internet Center, <http://www.amic.com>
- Variety <http://www.variety.com>
- Media Contacts – UK – Communications/PR/Editorial/Digital http://www.media-contacts.co.uk/index.php/mc/job_vacancies
- Texas Film Commission Hotline, Animation/Game Jobs, <http://gov.texas.gov/film/hotline>
- Film and TV production resources <http://www.mandy.com>
- Work in Sports www.workinsports.com
- Creative Jobs <http://www.creativehotlist.com/>

Professional Associations Links

- Digital Media Association, <http://www.digmedia.org/>
- Association of Independent Video and Filmmakers <http://www.aivf.org>
- Academy of Motion Picture Arts & Sciences <http://www.oscars.org>
- American Association of Advertising Agencies <http://www.aaaa.org>
- British Interactive Multimedia Association <http://www.bima.co.uk>
- American Advertising Federation <http://www.aaf.org/>
- International Digital Media and Arts Association <http://www.idmaa.org/>
- Society for Cinema and Media Studies <http://www.cmstudies.org/>