



## What can I do with my Major?

# DIGITAL MEDIA & DESIGN

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### SAMPLE JOB TITLES

Visit [O\\*Net](#) and conduct an Occupation Quick Search of each job title to learn more about that career path.

#### **Motion Graphics**

Digital/Social media campaigns  
2D animation for film & television  
Broadcast graphics  
Special effects for commercials and film  
Compositing  
Storyboarding

#### **3D Animation & Visualization**

Medical/Scientific Visualization  
Pre-Visualization for Film and TV  
Character Modeler/Animator  
Environment Artist  
Texture Painter  
Lighter/Lighting TD (Technical Director)  
Animation Producer  
3D Generalist  
Virtual Cinematography  
Visual Effects Artist

#### **Game Design & Mechanics**

UX “User Experience” Designer  
Data Analysis Engineer  
Gamification Designer  
Producer/ Entertainment Manager  
Theme Park Ride Designer  
Museum Exhibit Designer  
Toy Designer  
Game Artist, Animator, Designer

#### **Digital Humanities**

Digital Humanities Associate  
Coordinator Project Historian  
Digital Communications Manager  
Digital Humanist  
Data Analysis/Web Development  
Web Developer/Designer  
3-D Project Coordinator, Education  
3-D Maker Lab Teaching Assistant  
Designer, Interactive

### OVERVIEW OF MAJOR

Digital Media is revolutionizing the fields of communications, business, entertainment, science and technology. Digital Media and Design at the University of Connecticut’s School of Fine Arts allows its students to work in state-of-the-art facilities under the guidance of faculty who are all experienced professionals and practitioners with leading-edge hardware and software systems.

In the areas of digital art, entertainment, science, engineering, business, communications, the humanities, and social sciences, this leading-edge communications tool is demonstrating a remarkable capacity to convey information – no matter how intricate – effectively and powerfully.

This major offers degrees in both the Bachelor of Fine Arts (BFA) and the Bachelor of Arts (BA) with choices of concentrations in Digital Media Strategies for Business, Digital Humanities, Animation, 2D/3D Visualization, Game Design & Mechanics, Motion Graphics, and Web Design. Which of these previously unimagined technologies will you study at UConn?

### NATURE OF WORK

The nature of the work depends entirely on the area of concentration that is chosen since today; nearly every vertical of commerce employs visual communication tools. Overall, graduates will be exploring the theory behind digital media, engaging in critical thought and developing tools, processes and techniques to be used in their personal exploration of the digital media space. This includes the creation of digital and social media programs, special effects and animations for film, television and game design, websites and mobile apps and visualization techniques and systems for use in science and technology. With the recognition that digital media capabilities have become vital for presenting complex ideas with simplicity and for crafting highly original messages with exceptional impact, employers are seeking out graduates with these skills more than ever before.

#### **Digital Media Strategies for Business**

Social Media Manager  
Advertising Account Executive  
Public Relations Coordinator  
Content Marketing Coordinator  
Digital Media Planner/Buyer  
Online Advertising Account Executive  
Email Marketing Manager  
Integrated Marketing Manager  
Digital Analytics Manager  
SEO Analyst

### UCONN RESOURCES

[School of Fine Arts](#)  
[DMD Discover Newsletter](#)

### OTHER RESOURCES

[Digital Media Association](#)  
[ACM/SIGGRAPH](#)  
[International Game Developers Association](#)  
[World Organization of Webmasters](#)