What can I do with my Major?

Digital Media & Design

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.

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

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