



## BACHELOR OF ARTS IN DIGITAL MEDIA

### What is Digital Media?

Tiffin University's cutting-edge bachelor's degree in digital media balances coursework in design and practical application, so that students build a set of practical and employable skills. The program is unique among small private colleges, as TU gives students the hands-on opportunities that larger schools may not be able to offer — and is designed for students who want to pursue careers in a variety of digital media fields.

The program uses a diversity of media – including photography, video production, digital storytelling and sports media – designed to maximize personal growth, giving students the opportunity to both excel in strength areas and develop secondary skill areas that pertain to their individual career goals. All students develop their digital media skills using advanced tools in a modern facility with state-of-the-art equipment and complete a capstone project individually designed for each student. They also have the chance to work with successful professionals, who spend time mentoring and teaching students both theory and practice.



### Why study Digital Media?

Tiffin University's unique curriculum is designed specifically for students pursuing careers as an independent artist, producer, engineer, media professional or in business-related media careers. TU offers coursework designed to be flexible enough to serve a variety of career paths in digital media industries and gives students opportunities to work with state-of-the-art equipment to create practical artifacts to include in a professional portfolio to showcase their skills.

### What can I do with a Digital Media degree?

TU digital media students graduate with a diversity of skills that allows them to pursue careers in graphic design, photography, digital media editing, archiving, broadcasting or a variety of fields supporting the digital media field.

#### ***Specific roles may include:***

- Art and Design Workers
- Artists and Related Workers
- Art Directors
- Special Effects Artists
- Designers
- Commercial and Industrial Designers
- Graphic Designers
- Photographers
- Producers and Directors
- Media and Communication Workers
- Broadcast Announcers and Radio Disc Jockeys (DJs)
- Broadcast, Lighting, Audio and Video Technicians
- Film and Video Editors
- Archivists, Curators and Museum Workers
- Project Management Specialists

## How much will I earn with a BA in Digital Media?

Average annual salary for full-time digital media careers ranges from \$45,000 to over \$100,000 and many digital media professionals work multiple part-time and contract jobs with wages that can vary widely.

## What is your pathway to graduation?

YEAR 1	
FIRST YEAR FALL (15 cr)	FIRST YEAR SPRING (15 cr)*
DMD134 Intro to Digital Media (3 cr)	NAT130 - Foundations of Healthy Living (3 cr)
ART151 – Principles of Design (3 cr)	MKT151 – Intro to Marketing (3 cr)
COM130 – Intro to Speech Comm (3 cr)	DMD230 – Video Production 1 (3 cr)
DEC100 – Engage (3 cr)	ENG142 - Rhetoric and Academic Writing (3 cr)
ENG141 – Intro to Rhet & Acad Writing (3)	DLT101 - Digital Literacy & Tech Readiness (3 cr)

YEAR 2	
SECOND YEAR FALL (15 cr)	SECOND YEAR SPRING (15 cr)*
ART221 – Brand Creation (3 cr)	MAT273 – Applied Statistics (3 cr)
MKT370 – Digital Marketing (3 cr)	ENG152 – Intro to Tech Writing (3 cr)
DEC200 - Explore (3 cr)	ART210 – Art Appreciation (3 cr)
MAT185 – Quantitative Reasoning (3 cr)	Professional Track or Elective (3 cr)
Professional Track or Elective (3 cr)	Professional Track or Elective (3 cr)

YEAR 3	
THIRD YEAR FALL (15 cr)	THIRD YEAR SPRING (15 cr)
DEC300 - Connect (3 cr)	CMA352 - Creator Career Development (3 cr)
ENG301 – Professional Communication	ART324 – Digital Mixed Media
Professional Track or Elective (3 cr)	Professional Track or Elective (3 cr)
Professional Track or Elective (3 cr)	Professional Track or Elective (3 cr)
Professional Track or Elective (3 cr)	Professional Track or Elective (3 cr)

YEAR 4	
FOURTH YEAR FALL (15 cr)	FOURTH YEAR SPRING (15 cr)
CMA470 - Internship (3 cr)	CMA499 - Senior Seminar (3 cr)
DEC400 - Impact (3 cr)	Professional Track or Elective (3 cr)
Professional Track or Elective (3 cr)	Professional Track or Elective (3 cr)
Professional Track or Elective (3 cr)	Professional Track or Elective (3 cr)
Professional Track or Elective (3 cr)	Professional Track or Elective (3 cr)



### **What if I want to go on for a professional or graduate degree?**

Tiffin University Digital Media graduates can go on to pursue graduate degrees in graphic design, art or film, supporting careers as both professionals, artists and secondary school and college instructors.

### **Can I choose a minor, concentration or double major?**

Students may pair the digital media major with professional tracks made up of advanced coursework in the following areas:

- Video Production
- Photography and Design
- Digital Storytelling
- Sports Media
- Strategic Communication
- Audio Production
- Instructional Design
- Additionally, students can build a custom area of study that supports their own unique career goals. These might include business management, marketing or web design.

### **Enhance your degree with a designation, license or certification.**

Digital media majors may pursue elective professional tracks in video production, photography and design, digital storytelling, sports media, strategic communication, audio production and/or instructional design. Students can also take electives outside of the degree in areas such as computer science or business and marketing. These unique combinations of programs support a wide diversity of career paths and lead to a high level of marketability for aspiring creatives and multimedia content creators.



# Stay on track!

## YEAR 1

- Begin learning the foundations of digital media and principles of design using the hardware and software available
- Shoot video and photography and learn to edit those artifacts, starting you on the path to more advanced skills.
- Begin to identify your potential pathways to professional success.
- Collaborate with other students inside and outside the classroom.
- Join organizations or clubs to get further experience as a digital media professional.

## YEAR 2

- Apply your digital media skills in coursework that allows you to expand your expertise as a creative and abilities as an artist.
- Continue to receive individual instruction, participate in organizations on campus and in collaborative projects.
- Begin creating artifacts designed to showcase your skills in an ever-evolving individual professional portfolio.

## YEAR 3

- Specialize in specific areas pertinent to your unique career paths and goals
- Work on independent collaborative projects with other students and with TU faculty and creative staff.
- Advance your skills and add to your portfolio.
- With the support and mentoring of digital media faculty, identify, seek and confirm a professional internship.

## YEAR 4

- Draw together your interests, experience and training in a senior project that demonstrates both breadth and depth of your professional skills.
- Continue advanced study in areas specific to your unique career goals.
- Gather more diverse real-world experiences in the classroom, in co-curricular activities and in independent projects.
- Receive further career advising from Career Services and mentorship as you establish connections in your professional network.
- Apply for graduation through the Registrar's Office at TU.



# TIFFIN UNIVERSITY

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