

STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN DIGITAL MEDIA PRODUCTION

Slippery Rock University's Digital Media Production major introduces students to a wide digital landscape including social media, video production, communications, and more. This program awards a Bachelor of Science in Communications degree with a concentration in Digital Media Production. If you've ever wanted to work as a graphic designer, video editor, web developer, or another position having to do with the digital world, this is the program for you!

The internet has revolutionized the ways that we share information, creating exponential opportunities in digital media. The Digital Media Production program at SRU will help you develop the theoretical, technical, and creative skills for working with different types of media (video, audio, social media, TV, Web, etc.) This major emphasizes new media (Internet) and teaches you how to organize and present online information to encourage interaction. You can choose to specialize in print, electronic, video, or audio media while still gaining skills in a wide range of media options.

WHY CHOOSE DIGITAL MEDIA PRODUCTION?

Digital media is a growing field with diverse career opportunities. In SRU's Digital Media Production program, students learn the foundations of multimedia communication and develop excellent technical and design skills with our project-focused curriculum. Through individual projects, you'll develop strong independent work skills; through group projects, you'll gain valuable management and teamwork skills. You'll also have the opportunity to work on projects for actual clients. Furthermore, students have access to three dedicated, state-of-the-art computer labs.

Slippery Rock University offers students studying Digital Media Production many opportunities to get involved in campus organizations, including Lambda Pi Eta Communication, Rock Productions, The Rocket Student Newspaper, and WSRU-TV. These groups provide students with networking opportunities and hands-on experience that can be applied in their internships and careers.

WHAT WILL YOU LEARN?

You'll learn to plan and implement media projects-often producing them for real-world clients-by using professional-grade software such as:

- Adobe Creative Suite CC
- Apple software for video and audio
- Graphics packages for TV and media
- Kyrn

In addition to practice and exposure to software used by industry experts, Digital Media Production majors graduate with skills in photojournalism, animation, editing, and more. Students also learn the role and responsibilities of the media in our global society.

CAREERS IN DIGITAL MEDIA PRODUCTION

Through the Digital Media Production program, you'll gain the production, teamwork, and project management skills necessary to obtain entry-level positions with media companies, news agencies, businesses, and non-profit organizations. Our graduates work with television stations across the state. Digital media is a growing industry that needs qualified college graduates to fill crucial positions, whether it's for the web, television, or the next groundbreaking digital platform.

PROGRAM LEARNING OUTCOMES

Strategic COMMUNICATION and Media - DIGITAL MEDIA PRODUCTION, BS

- **Writing:** Develop written skills in visual, audio, and digital platforms to design effective messages. (SRU SLO 1, 2, 5, 8, 9, 10)
- **Production Skills:** Develop production skills in the visual, audio, and digital platforms to design effective messages. (SRU SLO 1, 2, 5, 8, 9, 10)
- **Project Management:** Incorporate the design skills of needs assessment, message design, and evaluation when developing, producing, and evaluating a media project. (SRU SLO 1, 2, 5, 8, 9, 10)

STRATEGIC COMMUNICATION AND MEDIA DEPARTMENT, OVERALL

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively. (SRU SLO 1)
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century. (SRU SLO 8)
- **Research and analysis:** Students will demonstrate the ability to design and implement research studies and critically analyze research data. (SRU SLO 2)

RELATED LINKS

Strategic Communication and Media - Digital Media Production, BS Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-digital-media-production/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)