

Digital Media Innovation | Bachelor's Degree

	FIRST YEAR	MIDDLE YEARS	LAST YEARS
ADVANCE your academic journey	Meet with your Fine Arts and Communication to develop your academic plan. Embark on your first year by reviewing the program details and the DMI Pathways. Take advantage of the Student Learning Assistance Center (Tutoring). Explore majors with a MyMajors assessment.	Meet with the College of Fine Arts and Communications Advising Center for questions about your major. Explore external scholarship opportunities such as the Fulbright Scholarship to take your expertise to unique locations abroad. Share your knowledge as a Peer Mentor or Tutor at SLAC. Explore Campus Resources for academic and personal support. Meet with a faculty mentor to select an undergraduate research opportunity.	Check your Degree Audit & meet with your academic advisor. Explore potential next steps including a the Master of Fine Arts or MFA Residency program. Complement your degree with a micro credential from Alkek One. Consider adding a skill from the TXST Coursera Career Academy. Meet with a faculty mentor or peer advisor. Complete a capstone project related to major.
EXPAND your personal and social development	Review your degree plan for courses that include the Service-Learning Excellence program. Expand your student experience by joining the Innovation Club at TXST. Find additional events and organizations through the Bobcat Organization HUB.	Sharpen your leadership by contributing to the Media Innovation Lab Journal with a report or research article. Consider the School of Journalism and Mass Communication's specially tailored study abroad and study in America programs led by faculty. Discover Global Online Learning Experiences for courses with culturally dynamic perspectives. Participate in The Big Event to give back to the regional community. Attend a Nonprofit and Volunteer Fair from Student Involvement to jump into meaningful service in TXST's community.	Select a service activity through Student Involvement to give back to the area community. Seek out a leadership role with the Leadership & Service program. Attend a Student Government Senate meeting to contribute to the TXST community. Attend financial literacy workshops (e.g., budgeting, student loans, taxes).
ENRICH your practical competence	Connect your schedule to the SJMC calendar each year to attend MassCommWeek and more. Explore the TXST One Stop for more information about the scholarships provided to new and continuing students. Attend an IDEA Center workshop to learn more about undergraduate research.	Learn the SJMC internship policies before taking the major's internship course. Take advantage of the activities and opportunities in the Media Innovation Lab. Attend a conference related to your major (get recommendations from a faculty) or your student organization. Review micro internship opportunities for professional development in which you learn and earn.	Learn about Global Career Accelerator options that give you experience with global companies and in-demand tech skills. Attend a professional conference, such as (department recommendation). Deliver a presentation in a student conference, workshop, seminar or community organization.
ELEVATE your career and professional life	Complete your Career Assessments, such as Focus2. Create your Handshake profile. Create your LinkedIn profile and connect with colleagues and leaders. Develop and review your resume with Career Services.	Develop an internship plan with the Internships team at Career Services or your academic department. Report your internship offers to Career Services. Build Career & Graduate School Fairs into your schedule to ensure your connection maximum opportunities. Join Employer Information Sessions at Career Services or your department. Prepare to ace your job interviews with Career Services or your academic department.	Develop a full-time employment or graduate school plan with Career Services. Attend employer info sessions at Career Services. Complete your First Destination Survey to share your post-graduation plans. Identify faculty and professional references.

OUTCOMES

Marketable Skills

- Think critically
- Analyze and solve problems
- Communicate clearly and effectively
- Craft digital engagement strategies
- Create and edit multimedia
- Create content for digital and social platforms
- Critique issues of diversity and inclusiveness related to innovation

[See more marketable skills for this major](#)

Career Opportunities

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| Web developer and designer | Data journalist |
| Digital product manager | Data analyst |
| Web and mobile content creator | Interactive media designer |
| User experience (UX) designer | Digital innovation consultant |
| Digital marketing specialist | E-commerce specialist |
| Social media manager | Mobile app developer |
| Virtual reality (VR) developer | Multimedia producer |
| Augmented reality (AR) specialist | |
| Digital strategist | |

Experiences in Digital Media Innovation

The Digital Media Innovation (DMI) major immerses students in a breadth of digital knowledge to prepare them for new and emerging media roles. As the only STEM (Science, Technology, Engineering and Math) designated program program in the College of Fine Arts and Communication, the major emphasizes strategic and problem-solving skills that equip graduates for careers that uniquely integrate communication, media and technology. Students may participate in faculty-led study abroad or Study in America trips, learn with peers in Living and Learning Communities, develop a professional community at networking events, compete in student competitions, or join student organizations for a well-rounded experience. An optional concentration in sports media is available.