INTERACTIVE DIGITAL MEDIA

Mobile devices such as iPhones, iPads, and Android phones have become an indispensable part of our everyday lives. Billions of users worldwide are using these new technologies and applications to organize their everyday life, as well as for entertainment and education. And, with vast amounts of data being migrated to the “cloud” to better serve consumer and industry demands, employers in these rapidly growing industries are looking for young talent with the skill sets to create fully dynamic online experiences that involve touch-based interaction, gestural technology and other technological advances.

The Interactive Digital Media major at Drexel University prepares students for these exciting and ever-changing fields. Our educational approach teaches best industry practices, in which web developers are often in charge of the design, development and implementation of online content. We provide students with a comprehensive understanding of aesthetics and visual design in creating user interfaces, as well as the technical knowledge to program both the front- and back-end systems that bring interactive content to life. The Interactive Digital Media major involves rigorous coursework in many areas of specialization, including interface design, vector and bitmap editing, programming, content development, information architecture, usability testing, 2D games, and animation. In their coursework, students will develop web-based and native applications for mobile devices, technologically advanced websites, content management systems, rich Internet applications, server technologies that drive aesthetic content, and emerging technologies.

According to the U.S. Bureau of Labor, there are 1,306,000 Computer and Information Technology jobs in the United States. The New York Times lists the category that includes Interactive Digital Media professionals, ”Network Systems and Data Communications Analyst,” as #2 in their Top 10 List of Job Opportunities, with a growth rate of 53%, equating to 156,000 new jobs by 2018.

Students wanting specific information about the major are encouraged to stop by the department office in the URBN Center, call 215.895.2554, or visit drexel.edu/westphal/undergraduate/wbdv.

JOB TITLES

- Digital Strategist
- Interactive Designer
- Web Designer
- Network Communications and Data Systems Analyst
- Multimedia Artist
- Webmaster
- Programmer
- Graphic Designer

Please refer to drexel.edu/scdc/salaryguide for our most recent co-op salary information.
PROFESSIONAL ASSOCIATIONS & INTERNET RESOURCES

International Digital Media and Arts Association
idmaa.org

The Digital Society (SoDA)
sodaspeaks.com

Graphic Arts Guild
gag.org

International Webmasters Association
iwanet.org

ACM SIGGRAPH
siggraph.org

Society for News Design
snd.org

CAREER RESOURCES

Résumé, Interviewing, and Job Search Best Practices
drexel.edu/scdc/professional-pointers

Workshop Calendar
drexel.edu/scdc/calendars-events/workshops

DREXEL DEPARTMENTS

Interactive Digital Media Department
URBN Center 220
3501 Market Street
drexel.edu/westphal/undergraduate/wbdv

Career Services Library
Careers Collection
Hagerty Library
33rd and Market Streets, Room 136
libguides.library.drexel.edu/careers