



## 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](http://drexel.edu/westphal/undergraduate/wbdv).

<b>Employers Who Have Hired Drexel Students Include:</b>
Brownstein Group
Comcast
Environmental Tectonics Corporation
Happy Cog
Lockheed Martin
Moberg Research

## 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](http://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](http://drexel.edu/scdc/professional-pointers)

**Workshop Calendar**  
[drexel.edu/scdc/calendars-events/workshops](http://drexel.edu/scdc/calendars-events/workshops)

## DREXEL DEPARTMENTS

**Interactive Digital Media Department**  
URBN Center 220  
3501 Market Street  
[drexel.edu/westphal/undergraduate/wbdv](http://drexel.edu/westphal/undergraduate/wbdv)

**Career Services Library**  
**Careers Collection**  
Hagerty Library  
33<sup>rd</sup> and Market Streets, Room 136  
[libguides.library.drexel.edu/careers](http://libguides.library.drexel.edu/careers)

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[youtube.com/drexelscdc](https://youtube.com/drexelscdc) | LinkedIn Group – Drexel Career Connections

STEINBRIGHT CAREER DEVELOPMENT CENTER

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