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, where 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 education 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 web sites, content management systems, rich Internet applications, server technologies that drive aesthetic content, and emerging technologies.

Students wanting specific information about the major are encouraged to stop by the department office in the URBN Center, call the department at 215-895-2554, or visit their website drexel.edu/westphal/undergraduate/WBDV.

Employers Who Have Hired Drexel Students Include:
Brownstein Group
Drexel University
Environmental Tectonics Corporation
Moberg Research
Skyless Game Studios

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 for our most recent co-op salary information.

PROFESSIONAL ASSOCIATIONS & INTERNET RESOURCES

The Digital Society (SoDA)
sodaspeaks.com

Electronic Arts
ea.com

Graphic Arts Guild
gag.org

International Digital Media and Arts Association
idmaa.org

International Webmasters Association
iwanet.org

Society for News Design
snd.org

Gamasutra
gamasutra.com

ACM Siggraph
siggraph.org

CAREER RESOURCES

Resume, 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
www.library.drexel.edu/guides/careers

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STEINBRIGHT CAREER DEVELOPMENT CENTER

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