

## *AMSC Students Can Now Earn a Bachelor of Arts Degree in Digital Media*

AMSC announces the creation of a new academic program in Digital Media and Entertainment Design. The program, which fulfills a well-publicized need within the USG, will provide a Bachelor of Arts degree, and students can begin enrolling in the program in fall 2014.

“Individuals pursuing this degree will focus on learning how to use digital media for marketing, communications, engineering, sciences and related fields,” says Dr. Frank W. Johnson Jr., Dean of the Division of Humanities and Fine Arts at AMSC. Dr. Johnson expects that the program will be comparable to those at Georgia Tech and media schools throughout Georgia. He also views the establishment of this degree as a new opportunity to connect the college with the community. “The program is consistent with AMSC’s strategic plan and goal to meet student demands as well as employment market needs, and will help increase the number of underrepresented minorities in STEM professions.”

AMSC will be the only USG institution in the metropolitan Atlanta area offering a baccalaureate degree in Digital Media and Entertainment Design. The 120-credit-hour curriculum will focus on foundations that all media have in common—technology, the information flow of media and society, creating and analyzing media content, and business.

The goal of the B.A. degree in Digital Media and Entertainment Design at AMSC is to equip students to work in a variety of media-related professions, including film/television/video editing, advertising, animation, digital journalism, graphic design, marketing, photography, video gaming, and web design. AMSC has already established partnerships with private and public companies and institutions to give students internship opportunities as a capstone experience to the Digital Media and Entertainment Design program. Some of these partnerships, which offer potential employment opportunities for graduates, include prominent film and television companies such as Screen Gems Studios, Turner Broadcasting, Tyler Perry Studios, EUE/Screen Gems, and Mailing Avenue StageWorks.

This new academic program is an important investment in majors that prepare students for the future job market and is an essential pathway to fulfill the “Complete College Georgia” mandate of contributing to Georgia’s workforce goal of producing approximately 250,000 additional graduates in the state. “In a time when the overall job market is shrinking, the rising demand for workers skilled at creating digital content is great news for AMSC students considering a college major in the media field,” says Dr. Johnson.

The Digital Media and Entertainment Design program will be housed under the Division of Humanities and Fine Arts, located in the Academic Building (third floor) on the AMSC campus. For more information, requirements, and how to apply, please click here: <http://www.atlm.edu/academics/digitalmedia.aspx>.

- - Stephanie Sidney



Sydney Reid, '18

*“My goal is to establish my own creative voice in media. My biggest interest is video production, and AMSC’s Digital Media program is enhancing my creativity and preparing me to do freelance work. It’s been great learning motion graphics and how to create applications.”*

S. Reid



Thea Davis, '16

*“I have always loved photography, and when the world went digital I became even more fascinated. My dream is to be the CEO of my own business in the media industry, possibly my own magazine focusing on family and life in general. I’m also interested in digital photography in an online setting, maybe as a designer of digital sources.”*

T. Davis