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Digital Media concentration offered

by Laura Finger

The Radio Television Photography department will offer a concentration in digital media communication beginning next fall.

The aim of the new program is to increase the marketability of undergraduate students, and it will feature interdisciplinary course offerings from the department of RATV, art, journalism, and marketing.

“We've done a lot of consulting with people within the field,” Deryl Leaming, dean of the College of Mass Communication, said. “Many of them told us that they would hire students on the spot.”

Many people in the industry, “asked us how soon we could send people to them for internships and jobs” said Robert Spires, RATV professor and interim director of the program.

Although the program will officially begin accepting students until the fall, most of the classes that compromise the program are already offered.

Juniors and seniors will not be able to begin the program, although “if they want to add this in and stay around here longer, they are certainly welcome to do so,” Leaming said.

Students not seeking a degree in the new program will be able to participate in the classes offered, assuming they meet the prerequisites. Many of the classes, such as Writing For Digital Media, have little or no pre, Spires said.

“The classes are designed to emphasize multimedia authoring and entrepreneurship, while emphasizing both aesthetics and usability,” Spires said.

Program graduates will leave prepared to work for online companies or design Web sites.

Students now enrolled in writing for digital media, a class in the digital media sequence, acknowledge the usefulness of the class.

“Sources are changing so rapidly, I need this class,” said Candice McCallie, a senior journalism major. “I'm familiar with new media but not that familiar.”

Dewy Ballard, a senior English major, hopes to use the class to further his screenwriting career. “I want to use this as a writing tool for creating my own web site,” he said.

Recent troubles plaguing internet companies should not affect the job market for those who choose the digital media program, Spires said.

“The problems with dot-coms don't really worry me, because plenty of places need people to do

design,” Spires added.

An informational meeting will be held in the spring prior to registration. Further information can be found on the department's web site at <http://www.mtsu.edu/~rtvp>