

UNIVERSITY of
HOUSTON
COLLEGE of TECHNOLOGY
Digital Media

The College of Technology and University
Career Services cordially invites you to
attend the Spring DigiFest.
Our graduating seniors will display their
digital media portfolio for you to see and
encourage you to give feedback to students
about their work.

2.6.21 | 2PM - 5PM | Tuesday
DIGIFEST

Please

RSVP at www.uh.edu/digifest.

Visit our website at www.uh.edu/tech/digitalmedia

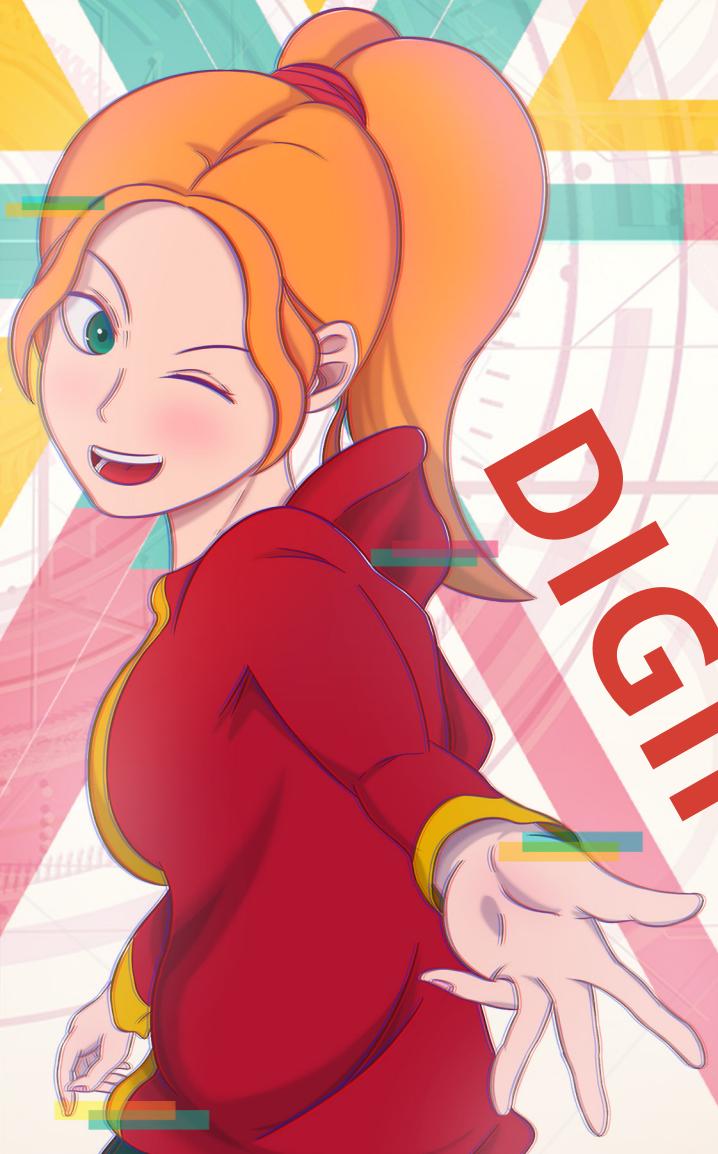
Light refreshments will be provided.

University of Houston, Sugar Land Campus
14000 University Boulevard Sugar Land, TX 77479





UNIVERSITY of **HOUSTON**
COLLEGE of TECHNOLOGY
Digital Media



DIGIFEST



University of Houston, Sugar Land Campus 14000 University Boulevard Sugar Land, TX 77479 Brazos Hall Room 103B

Digital Media

Print Media
Packaging
Motion Media
eMedia
eCommerce
Gaming + Simulation

“The creative convergence of digital arts, science, technology, and business for human expression, communication, social interaction, and education.”

2.6.21 | Tuesday | 2PM – 5PM

www.uh.edu/tech/digitalmedia





Program

The Digital Media Program at the University of Houston prepares leaders and visionaries for the industry. Students learn to produce media projects of all sorts, including social media, print, web, photographic, video graphic, transmedia, packaging, app design, and more. The program bridges the gap between art and technology, working closely with both designers and those who specialize in producing visual media.

Core

The Digital Media Core provides their students with a broad overview of all digital media technologies from social media to motion media to web media to print media. It also provides instruction in key leadership responsibilities such as sales, information systems, supervisory roles, project and team leadership, and quality control. This core is the most important part of a student's digital media education because it provides them with the "big picture" and covers concepts that are likely to remain stable throughout their career. As a result of studying the core, students will be able to adapt to changing technologies while helping customers meet their goals.

Areas of Emphasis

The Digital Media Areas of Emphasis provides students with more targeted instruction to be deeply conversant with particular areas of digital media. What they learn in the area of emphasis is more likely to change over time than that which they study in the core. Thus, the Area of Emphasis is considered a starting point that they enjoy rather than a goal in and of itself. All the fields within digital media are intertwined, like a fine tapestry. One cannot effectively exist without the others.



