

A Bachelor's in Information Technology/Multimedia and Visual Communication will afford you training in the latest technology used to reach out to others and capture the senses.

You will learn the ins and outs of computer programs such as Adobe's Illustrator and Final Cut that are made to help you design advertisements, bulletins, promotions, and presentations, and you will also delve into website development and entertainment animation. Some business courses such as marketing and communications will receive attention as well. Advantageous attitudes such as attention to client needs and the ability to work with team members will also be developed. You will further cultivate creativity in developing new and improved methods and adaptability in remaining up-to-date on the latest software available. Your abilities will also be developed through case studies and work opportunities with other professionals. This major will afford you a strong knowledge base in the multimedia software and instruments available to you, as well as how best to utilize them to produce a powerful and/or convincing effect on your audience. You will be able to do so in a clear, concise, and efficient manner so that you can present a dynamic message that is also memorable. This major will prepare you for: There are a number of opportunities for jobs careers in this field, including: Graphic design, multimedia developer, artist/animator, producer/publisher, project manager, and video/sound technician. Further education at the master's or Ph.D. level in any of these areas or other business disciplines such as marketing or administration allow for upper management position jobs in the business world.