

Why choose Digital Media?

Digital Media will allow you to harness your creativity and flair in the design and production of media products. You will gain an understanding of how different businesses in the media sector work. If you are interested in media products and how these operate in world around us this qualification is for you.

What will I study?

You will develop conceptual ideas and visualise these all the way through the production cycle. You'll learn how to analyse target audience requirements, research market demand and bring a media concept alive.

What career and university options can it lead to?

This qualification supports the skills and knowledge required to work within media businesses and organisations such as digital games, animation and online interactive technologies. The roles and degrees students could on to are vast, such as Digital Layout Artists, Digital Graphic Designers, Web-developers/Designers, Animators and Computer Graphic Modellers.

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