

## Web and Multimedia Design and Development

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*College of Media Arts & Technology*

*Careers That Fit You*



*Design your career around*  
**your talents**

Do you have some creative design skills and hope to turn your passion into a career? The evolving media arts and interactive media industry can be a great place to put your interests to work. Many industries utilize web and media design professionals to create and deliver digital and web-enabled content. A focused education could lead you to advertising agencies and marketing firms across the nation, who create digital content. Or you could use your creative skills to help government agencies, retailers and the entertainment industry further their business objectives. If you are an entrepreneur by nature, you could even start your own design, production or development shop and be your own boss.

## **Let nothing stand in the way of pursuing a career in web and multimedia design and development**

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New opportunities can emerge every day in this field. Consider these statistics reported from respected sources:

- It is estimated that **over 2 billion people** – 30.2% percent of the world’s population – **use the Internet**.<sup>1</sup>
- **Growth in Internet advertising** is expected to **increase the demand for graphic designers** as advertising firms create print and web marketing and promotional materials for a growing number of products and services.<sup>2</sup>
- **Demand for website designers and animators** who can create and integrate dynamic content for interactive media – websites, mobile phones and other technology – **is expected to grow by 13 percent by 2018**.<sup>2</sup>

<sup>1</sup> Internet World Stats- Usage and Population Statistics .(2011). Retrieved June 1, 2011, from Internet World Stats: [www.internetworldstats.com](http://www.internetworldstats.com)

<sup>2</sup> Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2010-11 Edition, Graphic Designers, Retrieved May 23, 2011 From [www.bls.gov/oco/ocos090.htm](http://www.bls.gov/oco/ocos090.htm)

## DeVry University can help you turn your talents into a career

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If you have an eye for design, tend to think outside the box and have a knack for computers, you can turn your talents into the career of your dreams. We can help you develop the knowledge and skills you need to succeed. With a career-focused education, you can be prepared to pursue these careers in the web and multimedia design and development field.

**Multimedia Artists/Animators** use their creative design skills and proficiency in various computer design software programs to create graphics, animation and special effects for computer games, websites, commercials, forensic animation, virtual walkthroughs and banner ads.

**Multimedia Designers** create the overall look of media, be they websites, interactive kiosks, CD-ROMs or even television. They must be skilled in performing complex manipulation of images and information from a variety of sources, including audio, video, still images, animation, physical objects, text, soundtracks and digital data using computer applications and related visual and sound techniques.

**Graphic/Web Designers** – also called Web Graphic Designers – plan, analyze and create visual solutions to communications problems. They find the most effective ways to get messages across in a variety of media using methods such as color, type, illustration, photography, animation, and various print and layout techniques. Graphics software knowledge is a must – particularly knowledge of website design and animation.

**Multimedia/Web Developers** are involved in development of entire projects. They interact with clients and with graphics, production and engineering experts on a day-to-day basis. Therefore, business, interpersonal and team skills are essential. In addition, computer skills are required to generate and manipulate graphics, images, sound, animation, text and video to create integrated multimedia programs, and stream live and on-demand audio and video.

**Multimedia Producers/Publishers** manage the business aspects of the industry, including negotiating financing, organizing staff and supervising budgets. An understanding of web design, project management, marketing and consumer behavior, coupled with the ability to lead a team, is essential.

**Web Game Programmers** possess both creative and technical skills that help them design interactive web-based games and web pages that integrate movie clips, sound effects, images and animations. Knowledge of interactive programming and design software is essential.

**Tool Programmers** put their coding expertise into practice, writing software for artists, designers and sound designers to use in development studios to convert art, sound and game play into data that will work in games. In addition, they create tools to help developers edit their work and see how it will look when games are finished.

**Curriculum Training Specialists** develop online training tools for various industries, including education, healthcare, homeland security and the military, using simulations as a primary instructional vehicle. Coding knowledge is required.





## Resources

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Make an educated decision about your career. You can learn more about the careers we've featured by visiting these websites.

Academy of Interactive Arts & Sciences  
[www.interactive.org](http://www.interactive.org)

AIGA  
[www.aiga.org](http://www.aiga.org)

The Art Directors Club  
[www.adcglobal.org](http://www.adcglobal.org)

The Association of Medical Illustrators  
[www.ami.org](http://www.ami.org)

Society of Illustrators  
[www.societyillustrators.org](http://www.societyillustrators.org)

World Wide Web Artists' Consortium  
[www.wwwac.org](http://www.wwwac.org)

Bureau of Labor Statistics  
[www.bls.gov](http://www.bls.gov)

Salary information  
[www.salary.com](http://www.salary.com)

Career search  
[www.findjobsnet.com](http://www.findjobsnet.com)

Websites current at time of publication.

*Earn an education*  
**that can work**  
*for a lifetime*

**We can help you every step of the way at  
DeVry University**

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At DeVry University, you can find what you need to succeed – flexible schedules, personal attention, hands-on learning and professors with real, practical experience. Plus, you can obtain the ongoing support you need to pursue a career path that’s right for you.

You can learn the creative and technical skills that can provide you an edge in your career. And you can develop the critical business skills that can help you succeed in many business environments. Our career-focused learning can prepare you with the knowledge and skills that employers are looking for – and an education they respect. Coursework in our bachelor’s degree programs culminates with the completion of a Senior Project, which addresses real world business needs.

As a student, you can learn key software applications, fundamental design principles and business skills you will need for a successful career. And you can build a professional portfolio that can help you in your job search. When you land your dream career, you can be prepared with the skills and experience you need to jump right into your new role.

A DeVry University diploma also means you can earn a degree from an institution that is accredited by The Higher Learning Commission of the North Central Association (ncahlc.org), a significant mark of institutional quality and integrity.

# *Intrigued by the possibilities?* Learn as much and make an

## Begin your path to a successful career at DeVry University

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DeVry University offers a variety of degree programs\* and specializations through our College of Media & Arts Technology and College of Engineering & Information Sciences, to help start you on the right path to a successful career in web and multimedia design and development.

### Web Graphic Design Associate Degree Program

Learn the principles of design and the skills needed to develop graphic media, such as web pages, animations, advertising and multimedia projects.

### Multimedia Design & Development Bachelor's Degree Program

Study multimedia standards, business fundamentals and emerging technologies, and learn how to create and distribute web-enabled and other digital media. Focus your skill set with one of four MDD areas of specialization:

- **Graphic and Multimedia Design** – Learn how to create exciting, engaging and interactive online experiences by implementing the principles of graphic and multimedia design, 3D-model construction, lighting and animation.
- **Graphics and Multimedia Management** – Develop the skills to create digital images and animation and learn how to manage multimedia projects of any size or complexity.
- **Web Design and Development** – Learn advanced principles of web page layout, website architecture, database integration, streaming media and web standards that help you create and integrate dynamic content, such as animations, video and images.
- **Web Game Programming** – Study how to create dynamic web pages using multimedia tools and techniques, plus learn the design and development of web-based games and how to install, configure and maintain game-server software.

DeVry University and Adobe® Systems Incorporated have partnered to bring the Web Game Programming specialization students innovative learning via Adobe's industry leading design and interactive media software applications. DeVry University's partnership with Adobe Systems Incorporated provides anytime/anywhere accessibility to these software programs, because the power of creativity is more than 9 to 5!

### Computer Information Systems Bachelor's Degree Program

Learn how to design, build and implement software solutions for various industries – from business to not-for-profit to government organizations. Focus your education with one of these CIS areas of specialization:

- **Web Development and Administration** – Learn the technical aspects, as well as the design of websites. Explore the planning, problem-solving, organization and programming skills necessary to examine site functions including e-commerce, ratings and reviews and more. Examine and develop site architecture and wireframes to address user needs.
- **Web Game Programming** – Learn the programming skills needed to create web-based games and simulations. Study coding, style sheets, database integration and specialized scripting languages like XML and ActionScript.

### Game & Simulation Programming Bachelor's Degree Program

Study coding languages, visual design principles and software methods used to develop video games, simulations of real-world events, corporate training software and more.



\*Program availability varies by location.  
Some coursework may be available online only.  
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# as you can, informed decision *about your career path.*

## Choose a course of study that's right for your career goals

Use this quick-reference chart to find which DeVry University degree program and specialization is right for your career choice in the field of web and multimedia design and development.

		Degree Programs						
		Web Graphic Design	Multimedia Design & Development				Computer Information Systems	Game & Simulation Programming
			Specializations	Specializations	Specializations	Specializations	Specializations	Specializations
			Graphic and Multimedia Design	Graphics and Multimedia Management	Web Design and Development	Web Game Programming	Web Development and Administration	Web Game Programming
Career Opportunities	Multimedia Artist/Animator		●			●		
	Multimedia Designer		●			●		
	Graphic/Web Designer	●	●					
	Multimedia/Web Developer			●	●		●	
	Multimedia Producer/Publisher			●			●	
	Web Game Programmer					●	●	●
	Tool Programmer						●	●
	Curriculum Training Specialist		●			●	●	●

Ready to design your career in web design and development?

Visit [devry.edu](http://devry.edu) or call 888.DEVRY.04 to learn how you can make it happen.





Visit [devry.edu](http://devry.edu) or call 888.DEVRY.04

**For comprehensive consumer information, visit [devry.edu/studentconsumerinfo](http://devry.edu/studentconsumerinfo)**

**In New York, DeVry University operates as DeVry College of New York.** Program and course requirements and availability vary by location. Some courses may be available online only. Refer to the current academic catalog for more detailed information. DeVry University operates as DeVry Institute of Technology in Calgary, Alberta. DeVry is certified to operate by the State Council of Higher Education for Virginia, AC0060. DeVry University is authorized for operation by the THEC, [www.state.tn.us/thecc](http://www.state.tn.us/thecc), Nashville Campus – 3343 Perimeter Hill Dr., Nashville, TN 37211.

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