

ART & DESIGN: DIGITAL MEDIA & FILM

BACHELOR OF ARTS

ASPIRE

EXPERIENTIAL MAJOR MAP

RETURN ON INVESTMENT FOR MAJOR

The Bachelor of Arts in Digital Media & Film empowers students to create engaging stories across today's evolving media landscape. As part of the Art and Design program, students gain hands-on experience in photography, graphic design, filmmaking, video production and editing, animation, sound design, and user experience design. By combining creative vision with technical expertise, graduates are prepared to produce meaningful content across a range of media industries.

THE WHO...

- Content creators
- Passionate storytellers
- Multi-media professionals
- Creative techs and designers
- Filmmakers
- Impact-makers

THE WHY...

- Develop creative and technical skills
- Tell stories that create impactful meanings
- Build a professional portfolio
- Learn industry-standard tools
- Be career ready

THE WHAT

- Develop artistic voice
- Think critically
- Work collaboratively
- Create digital experiences
- Build a portfolio
- Explore the impact of media in society
- Leave a creative mark

ALUMNI SPOTLIGHT

"The Digital Media & Film program really prepared me to be a critical and creative thinker in a competitive workforce. I feel like I am able to take on any project and I feel completely confident in what I create!"

HILLTOP ADVANTAGE

The Hilltop Advantage is a structured, student-centered approach that ensures every student graduates with not only a degree, but also meaningful experiences, career-ready skills, and a clear post-graduation plan.

TOP SKILLS

- Professionalism and work ethic
- Strong communication skills
- Analytical and problem-solving skills
- Leadership and teamwork
- Technology proficiency
- Adobe Creative Suite

ASPIRE - Experiential Major Map

	FIRST YEAR	MIDDLE YEARS	LAST YEAR	
A ACADEMIC MASTERY	- Introduce foundational Digital Media and Film concepts. - Develop visual literacy, storytelling, media analysis, communication, and technical skills in photography, video, design, and emerging technologies. - Build relationships with faculty advisors and learn academic success strategies.	- Advance technical and creative proficiency through intermediate production courses. - Explore specialized areas such as filmmaking, photography, digital design, animation, motion graphics, web media, or interactive storytelling. - Participate in collaborative projects and begin independent creative research.	- Demonstrate mastery through capstone projects, advanced productions, exhibitions, screenings, and portfolio development. - Integrate theory, research, and practice into professional-quality creative work. - Present and defend creative and scholarly projects.	DIGITAL MEDIA & FILM SUCCESS CHECKLIST - TAKE TIME TO LEARN ALL THE FOUNDATION PRINCIPALS IN YOUR INTRO CLASSES. - ASK QUESTIONS ALONG THE WAY. - MAKE FRIENDS IN THE MAJOR - GET TO KNOW YOUR FACULTY MEMBERS. - MAKE EACH PROJECT PORTFOLIO READY. - ACCEPT CRITICISM. - NEVER STOP LEARNING!
S SELF-DISCOVERY & STRENGTHS	- Explore personal interests, creative voice, and career possibilities within media industries. - Reflect on artistic identity, strengths, values, and goals through coursework and advising. - Begin identifying preferred creative and professional pathways.	- Refine creative identity and career interests. - Assess strengths through specialized coursework, leadership opportunities, and collaborative productions. - Explore graduate school, entrepreneurial opportunities, study abroad, or professional certifications.	- Articulate a clear professional and creative identity. - Establish career goals and personal mission. - Develop confidence in individual strengths and prepare for transition to graduate school, freelance work, or industry employment.	
PI PROFESSIONAL PREPARATION INTEGRATIVE & EXPERIENTIAL LEARNING	- Learn industry expectations and professional workflows. - Create initial portfolio pieces. - Attend guest lectures, film festivals, workshops, and networking events. - Gain experience with collaborative production teams and project-based learning.	- Complete client-based, service-learning, or interdisciplinary projects. - Participate in student media organizations, production crews, competitions, conferences, or research projects. - Build a professional portfolio and resume. - Seek internships, freelance opportunities, or industry mentorship.	- Complete internship, practicum, undergraduate research, or major experiential project. - Produce professional portfolio, demo reel, or exhibition. - Develop job-search skills, networking strategies, and professional branding. - Present work publicly through screenings, exhibitions, festivals, or conferences.	
RE RELATIONSHIPS & LEADERSHIP ENGAGEMENT & WELL-BEING	- Build connections with peers, faculty, and campus organizations. - Participate in student media clubs, campus events, and community engagement opportunities. - Develop time management, wellness, and resilience strategies.	- Assume leadership roles within student organizations, production teams, or campus initiatives. - Engage with local communities through storytelling, service-learning, or media outreach projects. - Strengthen collaboration, communication, and conflict-resolution skills.	- Mentor younger students and contribute to the program community. - Demonstrate professional responsibility, ethical media practices, and civic engagement. - Build lifelong professional networks and develop sustainable work-life and creative wellness habits.	

