



APPLIED DIGITAL ARTS

Bachelor of Fine Arts: Applied Digital Arts **Concentrations: Game Art, Animation, & Interactive Media**

Students learn the history, theory and skills to work in the creative visual professions of game art, animation, and interactive media. By graduation, a student in this program will have expertise in two of these three tracks. Applied Digital students begin with a foundational year in drawing, design and design history in addition to the general education curriculum. In the sophomore year, the program exposes students to the introductory courses for each of the three tracks. Junior and senior years include internship opportunities, group projects and capstone courses, as well as further work with both theory and software that prepare students for careers in these creative visual professions.

Career types associated with Applied Digital Arts

(Is this a good fit for you? Are you...)

Artistic - "Creator"

Social - "Helper"

Enterprising - "Persuader"

Related skills, values, and qualities

- Ability to communicate ideas, thoughts, and feelings visually
- Ability to think creatively
- Strong sense of expertise and manual dexterity
- Familiarity with traditional art approaches as well as other new and digital media
- Intuition and innovation in understanding and extracting ideas to generate visual concepts
- Organization and attention to detail
- Strong interpersonal and networking skills
- Ability to compete in a changing market that is exciting and highly competitive

Courses Applied Digital Arts majors typically enjoy

- Art
- Drawing
- Painting
- Information Technology
- Digital Media
- Animation
- Game Design
- Marketing

Common interests of Applied Digital Arts majors

- Working part-time or volunteering in an art studio or advertising agency
- Digital imaging
- Drawing and painting
- Attending art shows and other visual art events
- Marketing/Branding of products

For more information about the major

Contact the Department of Art,
115 Sharadin, 610-683-4540,

KU Majors related to Applied Digital Arts

Art Education, Communication Design, Crafts

Artistic students may also be interested in:

Advertising*, Art History, Elementary Education, English, International Studies*, Library Science, Literature*, Music, Music Education, PA German Studies*, Philosophy, Professional Writing, Public Relations*, Secondary Education (English or Modern Languages), Spanish, or Communication Studies

*minor only

FOUR STEPS TO SUCCESS

EXPLORE

DISCOVER

EXPERIENCE

IMPLEMENT

1ST YEAR

- Enroll in the Career Exploration Certificate.
- Attend info sessions to learn about career development and personal branding.
- Take a career assessment to identify and confirm interests.
- Get involved in campus clubs and organizations.
- Develop basic workplace skills through jobs or volunteer work.
- Talk with professors, family, and friends about career ideas.
- Conduct informational interviews with professionals working in fields of interest.
- Develop a relationship with your professors and faculty advisor.

2ND YEAR

- Meet with CDC career coach.
- Attend info sessions to learn about resume writing, and externships.
- Confirm your choice of major and consider options for double major or minor.
- Research careers of interest.
- Complete a job shadowing (externship) experience.
- Seek meaningful employment or volunteer work in a field related to your major.
- Explore options for undergraduate research and study abroad.
- Write a resume and have it reviewed by the CDC.
- Manage your online presence.

3RD YEAR

- Enroll in the Career Success Certificate.
- Complete an internship and/or undergraduate research.
- Attend info sessions about internships, interviewing, job search strategies, and grad school.
- Build a LinkedIn profile and continue to monitor your online presence.
- Complete a mock interview.
- Build skills through research projects, part-time employment, and volunteer work.
- Participate in Careers Cafe & networking programs.
- Attend internship & job fairs.
- Take on a leadership role in a student organization or work.
- Consider graduate school options and prepare for admissions tests.

4TH YEAR

- Attend your senior kick-off and other info sessions to prepare for job search/grad school.
- Update your resume and LinkedIn profile.
- Create cover letter drafts.
- Gain experience through internships and/or undergraduate research.
- Secure references for job/grad school applications.
- Create your "30 second" commercial.
- Meet with CDC to develop job search strategies.
- Research employers.
- Network with professionals through events and social media.
- Join a professional organization in your discipline.
- Attend the senior etiquette dinner.
- Participate in job fairs and on-campus interviewing.

Sample Career Titles

Applied Digital Arts majors can be found working in a wide variety of career fields. Here are just some career titles that may be of interest. Please note that some jobs may require further education and training.

To learn more about these careers, visit <http://online.onetcenter.org> or www.bls.gov/oco.

Animator
Game Designer
Digital Arts Instructor
Art Teacher
Media Assistant
Digital Strategy Manager
Multimedia Designer
Digital Brand Manager

Common Internship Sites and Employers

Applied Digital Arts majors often find internships and employment in the following fields/industries.

- Photo Studios
- Art Studios
- Galleries
- Mural Projects
- Publishing Firms
- Printmaking Workshops
- Community Arts Organizations
- Fabricators
- Magazines/Newspapers
- Museums



Handshake is the primary online resource for preparing and connecting students and alumni with employers.
www.kutztown.edu/handshake

Useful Websites for Applied Digital Arts Majors

Whether you are researching related career fields, applying for internships or jobs, or planning to join a professional association, these websites are for you!

Industry/Employment Information

National Endowment for the Arts
www.arts.gov

NY Foundation for the Arts
www.nyfa.org

ResArtis
www.resartis.org

Art Deadline
<http://artdeadline.com>

Job/Internship Search Boards

Museum Jobs
www.museumjobs.com

Greater Phila Cultural Alliance
www.philaculture.org

LinkedIn Jobs
www.linkedin.com/jobs

Professional Associations

College Art Association
www.collegeart.org

American Association of Museums
www.aam-us.org

Southern Graphics Council
<http://sgcinternational.org>

Building Your Resume for a Career in Applied Digital Arts

Building a strong resume for your career field starts long before you ever start your job search. Employers want to hire graduates who not only have the necessary educational background but also have experience applying that knowledge.

Patty Animator

sstud000@live.kutztown.edu, 555-555-5555

QUALIFICATIONS

- 2D and 3D computer animation
- Claymation and stop motion animation
- Layout and storyboard

EDUCATION

B.F.A. Kutztown University of Pennsylvania
Major: Applied Digital Arts
GPA: 3.68

Kutztown, PA
May 20xx

INTERNSHIP EXPERIENCE

Pixel Perfect Studios
Animation Intern

- Created 2D and 3D models of characters, props and scenery
- Edited the sequencing of animation while refining and adding sound effects
- Completed projects in accordance with tight deadlines and budget restrictions

Philadelphia, PA
Summer 20xx

RELATED EXPERIENCE

Please Touch Museum
Museum Experience Host

- Implemented creative ideas using art and imagination to engage children and families
- Deliver interactive programming to educate visitors
- Organize activities and materials for patrons

Philadelphia, PA
Summers 20xx & 20xx

Foundation of the Arts and Sciences
Mural Instructor

- Guided paint-based art projects for children ages 6-10 focusing on color and texture
- Coordinated daily mural activities and supply orders

Brick, NJ
Summer 20xx

CAMPUS LEADERSHIP

Digital Media Club, Kutztown University
President

- Organize and facilitate weekly club meetings
- Promote and support club via on-campus information sessions and fundraisers

Fall 20xx-Present
Spring 20xx-Present

PROFESSIONAL DEVELOPMENT

Society for Animation Studies
Career Success Certificate, Kutztown University Career Development Center
Career Exploration Certificate, Kutztown University Career Development Center

Spring 20xx
Spring 20xx
Fall 20xx

WORK EXPERIENCE

Starbucks
Barista

- Train new employees, execute orders effectively and efficiently, resolve customer issues

Allentown, PA
Fall 20xx-Present

Learn more about your field and develop the necessary skills for employment by gaining hands-on experience through clinical practice.

Utilize summer breaks to acquire valuable experience via volunteer or employment opportunities related to your major.

Develop professionally through campus involvement and professional memberships. This illustrates responsibility, leadership abilities and time management skills.