

Are you ready to turn your creativity into a career? Digital Media Innovation is on the cutting edge of valuable creative and technical skills for a rapidly changing world. With the freedom to shape your own course of study, choosing classes that match your interests, you can create podcasts, design games, craft social media campaigns, analyze data, and even explore Generative AI and augmented reality. Along the way, you'll tackle real-world projects and discover how to use technology to make a positive impact on society. DMI gives you the tools to stand out and succeed in your dream career.

HOW TO USE THE ACTION PLAN

Use the Action Plan timeline to explore potential career paths and plan for success during and after your college experience. The Action Plan provides suggestions and a place to start the conversation with your advisor, but every person and every career journey is unique. Customize your own personal action plan using the **My Digital Media Innovation Action Plan** tool (next page). Maximize the time you have in college to prepare for your future. What do you want to do after you graduate with a Digital Media Innovation degree?

The Action Plan helps you to come up with tentative goals (remember, it's okay if these change as you continue to learn more about yourself and the field!) so you can start working on short-term steps to help you reach those goals or shift directions. Remember, you do not have to do this all on your own, get the support you need from your department and from Student Support Services like **Career Services and Advising (CSA)**.

CORE COMPETENCIES

Digital Communication:

Communicate clearly and effectively across multimedia platforms, tailoring content to diverse audiences and purposes.

Critical and Creative Thinking:

Analyze and interpret cultural, historical, and technical contexts using innovative interdisciplinary solutions and creative digital tools.

Data Literacy:

Collect, evaluate, and ethically use data to support inquiry, storytelling, and advocacy. Design and critique data visualizations with attention to clarity, audience, and social impact.

Technical Proficiency:

Adapt quickly to new technologies and workflows in evolving digital environments. Make use of existing tools like creative coding, GIS, AV/VR, and social media analytics to build digital artifacts.

Ethical and Inclusive Practice:

Evaluate how digital systems impact equity, privacy, labor, and public discourse while designing digital media with accessibility, inclusion, and ethical engagement in mind.

Collaboration and Teamwork:

Work effectively across diverse disciplines and teams to contribute to shared goals through project management, communication, and respect for differing perspectives.

Community-Engaged Innovation:

Demonstrate civic responsibility through public-facing design and storytelling that connects academic skills with community needs.

Professionalism/Work Ethic:

Set and meet goals, maintain motivation and persistence, develop and maintain a growth mindset, and sustain focused attention to detail.

WHY CONSIDER AN INTERNSHIP?

- Gain experience in potential career fields
- Discover areas of interest across various occupations
- Build your professional networks

POTENTIAL INTERNSHIP EXPERIENCES

- Social Media Design for Rise and Grind
- 3D Modeling/Printing of Downtown Fitchburg, Past and Present for Fitchburg Historical Society
- Generative AI for Men's Lifestyle, Entrepreneurial App Creation

ALUMNI CAREER FIELDS

Social/Digital Media Managers

Technology Law & Ethics Analyst

Data Analyst

Emerging jobs such as Digital Data Detective, Personal Memory Curator, and Augmented Reality Journey Builder

Take a look at the suggested activities in the Action Plan below. You do not need to complete all these tasks, but it is a place to start generating ideas. Think about what you would like to work on now in order to feel well prepared to enter your career field or graduate school upon graduation. Use the blank My Action Plan tool with your advisor to come up with the action items that are priorities for you. Revisit and revise this action plan each semester.

FIRST YEAR

SOPHOMORE YEAR

JUNIOR YEAR

SENIOR YEAR

ACHIEVE ACADEMIC MILESTONES

Take classes that interest and challenge you!
Take **DMI 1200** and explore all three pathways in the major.
Meet with your advisor to discuss double major and minor options.

Confirm your major choice is right for you.
Declare a minor or double-major if desired and begin corresponding coursework.

Go over your full plan of study with your advisor and make sure you are on track to reach your goals

Take DMI Capstone and Capstone Fieldwork classes.
Go over remaining degree requirements with your advisor and apply for graduation.

BUILD EXPERIENCE

Take a career strength/skills assessment.
Consider a part-time job to build your experience.

Talk to your advisor about opportunities for internships/experiential learning.
Apply to summer jobs/internships that will build relevant experience.
Speak to a professor about specific interests and potential research or performance opportunities.
Consider participating in alumni job shadowing or informational interviews with professionals in potential career fields.

Pay attention and attend events with employers on campus/career fairs.
Search and apply to internships in your career field.
Consider submitting work to the Undergraduate Research and Creative Activity Conference.

Use the capstone to produce public-facing, professional quality portfolio material or use it to launch a new business opportunity.

JOIN THE CAMPUS COMMUNITY

Join university clubs and organizations in your interest area, such as Musical Theater Club, Fitchburg State Choirs, Fitchburg Activities Board, Business Society, Crafter's Club, Dance Club, Improv Club, African Student Association, Minecraft Club, Writing Club, *The Point* Student Newspaper, the Social Media Ambassadors Program, and WXPL 91.3 Fitchburg State Radio.

Attend university and department events and performances, and ask questions of alumni and guests.

Seek out leadership positions in university clubs and organizations
Present your work at the VISIONS exhibition. VISIONS is the juried honors showcase of the year's best original student work in the Communications Media Department.

Attend campus events and performances and connect with alumni and guests to build your network.
Present your work at The Undergraduate Research Conference, an annual event where students present work related to course research, creative work in the visual and performing arts, study abroad trips, community service, and much more.

EXPLORE CIVIC & GLOBAL ENGAGEMENT

Attend local technology/art/media meetups.
Explore digital volunteer opportunities such as Wikipedia editing.

Talk with your advisor about opportunities to study abroad, such as **Rhetoric in Greece** or **Games and Art in Japan**.

Consider volunteering with a local museum, archive, or library digitization project.
Contribute to open-source transcription or annotation project.

Consider participating in a service organization or fellowship after graduation.

PREPARE FOR LIFE AFTER GRADUATION

Familiarize yourself with Fitchburg State's Career Services and Advising Center workshops and services.
Create a resume and have it approved by an advisor in the Career Services and Advising Center.
Activate your Handshake account.

Create a LinkedIn account
Attend a Career Services and Advising Center workshop or one-on-one meeting to go over cover letters and interview preparation.

Update you Handshake account profile.
Consider graduate schools and decide if it's right for you and your career path.
Develop a list of potential graduate school programs and check for audition and application requirements.
Pay attention and attend events with employers on campus/career fairs.

Apply to jobs and/or graduate school starting in the fall.
Keep track of and follow up with job applications.
If applicable, take graduate school entrance exams and complete applications and auditions.
Practice skills by doing at least 2 mock interviews and getting feedback.
Develop a list of potential employers and check for recruitment events/open positions throughout the year.