

## Related Occupations

Computer programmers; computer software engineers; desktop publishers; graphic designers; commercial and industrial designers; motion picture and video industries; television, video and motion picture camera operators and editors.

## Resources

- Information about the Journalism-Convergence sequence <http://convergence.journalism.missouri.edu/>
- Bureau of Labor Statistics, [www.bls.gov](http://www.bls.gov)  
*2004 Occupational Outlook Handbook*
- National Association of Schools of Art and Design, [nasad.arts-accredit.org](http://nasad.arts-accredit.org)
- Careers in Communications by Shonan F.R. Noronha, 1997
- Mediabistro: Career and community for media professionals, [www.Mediabistro.com](http://www.Mediabistro.com)
- JournalismJobs.com, The Job Board for Media Professionals [www.journalismjobs.com](http://www.journalismjobs.com)

### Sources of information for this publication:

Bureau of Labor Statistics, [www.bls.gov](http://www.bls.gov)  
*2004 Occupational Outlook Handbook*  
Careers in Communications by Shonan F.R. Noronha, 1997



## Pathways to Media

For more information, contact:  
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M110 Student Success Center  
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## Pathways to Media



### What's Inside:

- Related Majors at Mizzou
- How to Prepare for a Career in Multimedia
- Career Information
- Required Skills and Abilities



## Description and Job Duties

Multimedia is a broad field that encompasses a variety of media elements, including sound, video and animation. From boardroom presentations and product marketing to interactive computer games and distance learning, professionals in this fast growing field have a variety of career opportunities.

**Animation Artists.** Animation artists work primarily in motion picture and video industries, advertising and computer systems design services. They draw by hand and use computers to create the large series of pictures that form the animated images or special effects seen in movies, television programs and computer games.

**Web Design/Development.** The growth of the Internet and the expansion of the World Wide Web have generated a variety of occupations related to the design, development and maintenance of websites and their servers. Webmasters are responsible for all technical aspects of a website, including performance issues such as speed of access and for approving the content of the site. Web developers or designers are responsible for day-to-day site creation and design.

## Skills and Abilities

Students that are typically interested in this field are willing to try new things. They are entrepreneurial, creative and think of themselves as technologically savvy. Companies also look for students who have technical knowledge as well as communication and other interpersonal skills. Teamwork is also a critical element of multimedia projects. Job responsibilities often overlap and complement each other requiring a variety of people with different skills to work closely together.

## Majors at MU

Art-Graphic Design (A&S)

Communication (A&S)

Computer Science-BA (A&S)

Information Technology (ENGINR)

Journalism-Convergence (JOURN)

MU also offers courses in Information Science & Learning Technologies that allows students to gain skills in web design and digital media.

## Preparation

- Develop technical skills, knowledge of media technologies and graphic design.
- Obtain experience through part-time employment, internships, co-ops or volunteer experience.
- Hone skills in writing, visual communication and management.
- Evidence of appropriate talent and skill, through a portfolio, is an important factor used by art directors, clients and others in deciding whether to hire an individual or to contract out work.

## Typical Career Opportunities

- Multimedia Producer
- Multimedia Writer
- Production Assistant
- Multimedia Technician
- Animation Artist
- Interactive Scriptwriter
- HTML Programmer
- Multimedia Author
- Game Developer
- Web Developer
- Webmaster
- Online Editor

## Career Information

The rapid growth and change in the field of multimedia is both a strength and a weakness. The rapid growth of the field is able to meet the demands of consumers and enables organizations to communicate faster and more effectively. However, the growth also brings rapid change in technology, which can be difficult for organizations to keep up with.

Employment of computer specialists is expected to grow much faster than the average for all occupations as organizations continue to adopt and integrate increasingly sophisticated technologies. The median annual earnings of salaried multi-media artists and animators were \$50,360; \$67,390 for motion picture and video industries; and \$46,810 in advertising and related services.

According to Robert Half International, a firm providing specialized staffing services, starting salaries in 2005 for networking and Internet-related occupations ranged from \$47,000 to \$68,500 for LAN administrators and from \$51,750 to \$74,520 for web developers.

