

JUNIATA COLLEGE

think · evolve · act

Integrated Media Arts



The Juniata Advantage

Integrated media arts is an interdisciplinary program that allows students to combine art, communication, information technology, media writing, and digital video production to graduate as multimedia specialists. Juniata's liberal arts environment is ideal for integrated study.

- **Experience:** Work at Juniata's Digital Media Studio on projects for the Juniata marketing department and in the Technology Solutions Center filming productions for faculty. Or create your own projects. Our students have earned **four Telly Awards, one Davey Award, and one Cuppie award in the last five years.**
- **Individualize:** From **digital video production** to **traditional mediated arts** you can study a variety of fields at Juniata including 3D design, advertising, and marketing. Many of our graduates become multimedia specialists for companies, colleges, and non-profit organizations.
- **Hear it From the Experts:** Emmy Award-winning cinematographer Mike Trim '84 and Retired Executive Director of the Academy of Motion Picture Arts & Sciences Bruce Davis '65 visit, lecture, and mentor on campus. They are just a few **Juniata alumni** from whom our students have received not only advice but valuable internships.

Juniata's Outcomes

Juniata's Integrated Media Arts (IMA) graduates are employed in industry at places like NYU, Roadrunner Records, AMC, 20th Century Fox, and independent production companies. Some **operate their own businesses** in fields such as art, photography, videography, and more. They also **attend graduate schools** in the digital arts and storytelling, many pursuing master's degrees in fine arts (MFA).

Our Recent Graduates

- Sonika Chandra '15 is **employed as an e-marketer** for Active Motif in San Diego, Calif. While an undergraduate, Sonika worked for Juniata's marketing department and interned for Citizens of the Arts in Harrisburg, Pa.
- Alyssa Cuttler '10 **received an Emmy** for her work as a **production assistant** for Barenholz Productions, the company famous for films like *Raising Arizona* and *No Country For Old Men*. Alyssa **also interned with Rachael Ray**.
- Mike Melvin '14 is **employed as a marketing coordinator and graphic designer** at CorpU in Philadelphia, Pa.
- Agatha Wagoner '14 is currently **employed as a production manager at Horizon Television**, the first digital television station in Uganda, where she is combining her digital media and African studies experience.

"I have been involved in the entire process of video production at the Digital Media Studio. Here, students are the ones with their hands on the equipment. We create everything, from beginning to end."

—Morgan Horell '17

INTEGRATED MEDIA ARTS WITH MARKETING

A Sampling of Courses

Audio Production
Cybermarketing
Design and Color
Digital Photography
Digital Storytelling
Digital Video Production
Media Arts Lab
Mass Media and Society
Media Analysis
Project Management
Rhetoric of Film
Social Media
Studio Art
Writing Across Media



Faculty

At Juniata, **93 percent** of faculty hold the highest degree in their field. In the IMA department, 100 percent of faculty have earned Ph.D.s, M.B.A.s, and M.F.A.s, and they serve, first and foremost, as professors. The integrated media arts faculty are an interdisciplinary group, made of professors from the art, accounting, business, economics, information technology, communication, theatre, and English departments. For more information on IMA professors, visit: www.juniata.edu/academics/departments/it-computers-media/digitalmedia.php

Integrated Media Arts Department Chair and John and Irene Dale Endowed Chair in Information Technology and Computer Science: Loren Rhodes, B.S., M.A., Ph.D., Penn State University.

An Integrated Media Arts POE Story

Begin your Integrated Media Arts POE by taking introductory courses in information technology, art, communication, and computer science. These are complemented by a **new series of integrated media courses**. Then, as you move through your undergraduate studies, choose a track from the following options: technology management, creative production, or critical media studies.

Along the way, you'll be busy **producing the arts and analyzing media**. Indulge your creative side by exploring projects in animation, creative film productions, or multimedia events. Or analyze integrated arts in the media, political campaigns, or any other subject that you find fascinating.

Past IMA students have taken great advantage of **internships and undergraduate research opportunities**. Coupled with exceptional faculty and alumni support, these hands-on experiences are the secret behind our graduates' success, which includes **employment in the film industry and acceptance** into some of the most prestigious **graduate school programs** in the country. But don't just take our word for it.

"We don't simply watch or read anymore—everything is interactive," says Doug Smith '17. "My group for Liberal Arts Symposium used several mediums, including video, print, and social media, in our presentation. Together, we made something new and interesting and were not confined by one single medium."



Digital Media Studio


Student Opportunities

Gaining Experience: Juniata's IMA program conforms to your interests. Some students have created film projects in the Digital Media Studio, or filmed television commercials for production companies. Others have had internships at EMI Music, *The Rachel Ray Show*, *The Colbert Report* with Stephen Colbert, and with Emmy-winning documentary maker Ken Burns.

Technology: Gain access to editing facilities, audio equipment, cameras, and a willing crew of your peers. Our students become proficient in Adobe Creative Suite software, and social media platforms. The goal is for our students to own their digital identity.

Flexibility: Combine the study of integrated media arts with any POE.

Study Abroad: Popular study abroad sites for integrated media arts include York St. John, England; Cork, Ireland; and Newcastle, Australia. Study filmmaking, animation, and other digital media topics. These sites include internship opportunities.


Your Career Path

Check out the integrated media arts department web page to explore your career path.

