Want to solve real-world production problems in a deadline-oriented, high-end studio environment? With an integrative media major, feature film, broadcast, independent production companies, interactive and corporate employers could be looking for you.

Integrative media combines graphic and illustration design, web design and motion design. This sets us apart from programs elsewhere. Our program blends art, design and technology in a core curriculum that then allows you to choose one or more concentrations in art, communications, computer science, English, marketing, entrepreneurship or theatre.

So you’re interested in

INTEGRATIVE MEDIA AND ART

at Wilkes University
WHEN THE MEDIUM IS THE MESSAGE
Our expert faculty mentor each student as they teach design fundamentals for print, motion graphics, digital F/X, web, video, 2D and 3D animation environments and mobile devices. You can create using the latest software, including Adobe Illustrator, Photoshop, InDesign, Flash and Dreamweaver, Cinema 4D, After Effects and Final Cut Pro—even high-end feature film tools like Maya and Nuke.

Round out your technology skills with our visual arts program, where you’ll explore a variety of artistic philosophies and practices in disciplines like design principles, drawing, painting, printmaking, sculpture, photography, computer graphics and ceramics.

You’ll be prepared for a number of work environments. Continual changes in traditional media and technology create career opportunities in feature film, broadcast, independent production and interactive, in both government and corporate sectors.

HANDS-ON EXPERIENCE
You’ll develop creative problem-solving skills through projects that simulate business environments and result in the development of substantial portfolio pieces based on your interests, goals and abilities. Students operate in teams to combine their skills and fill core positions all along the production chain. Learn how the creative process functions in the production world. Work creatively. Solve real problems in a deadline-oriented, high-end studio environment. If you are creative, or like to work in creative environments right on the cusp of technology, this is the major for you.

Possible Careers:
ART DIRECTOR
CREATIVE DIRECTOR
PRODUCTION MANAGER
PRODUCER
DIRECTOR
EDITOR
MOTION DESIGNER
WRITER
WEB DESIGNER
ANIMATOR
F/X ARTIST
SOCIAL MEDIA STRATEGIST

INTERNSHIP DESTINATIONS
Wilkes-Barre/Scranton Penguins
Mohegan Sun Casino, Wilkes Barre, Pa.
Trunty, Newburyport, Mass.
Promus2DA, New York City and Los Angeles
Newforma, Manchester, N.H.
Veracode, Burlington, Mass.
Pandemic, N.Y., New York City
Playworkgroup, New York City
Beasley Broadcast Group WXTU-FM, Philadelphia
Entercom Communications, Frogsy, Pompton, Pa.
WPVI-TV, Philadelphia
EI Entertainment
U.S. Olympic Training Facility, Colo.
Scranton/Wilkes-Barre Yankees
Deluxe Digital, Scranton, Pa.
Lehigh Valley Health Network

Alumni
NICOLE ZASTKO MACINTYRE ’08
Digital Production Coordinator at Clear Channel Communications
ALYSSA KONCELIK ’10
3D Motion Graphics/Compositor at AOL (Freelancer)
ERIN SWEET ’11
Associate Director of Marketing and Communications, Graphic Designer at Lenoir-Rhyne University
MICHAEL KLIMEK ’12
Multimedia Designer at Mohegan Sun at Pocono Downs

LEARN MORE OR SCHEDULE A VISIT:
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