

ABSTRACT

CREATIVE PROJECT (3 HOUR): Importance of Digital Media Competency for Emerging Communications Professionals

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COLLEGE: Communication, Information, and Media

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New and emerging forms of media have forever revolutionized the ways in which we share and collect information. Business is becoming increasingly reliant on digital and web technologies to remain competitive in our ever-growing virtual frontier, providing young professionals in the field of media and communications the opportunity to succeed in a variety of industries. However, communications professionals must be able to demonstrate their knowledge and command of digital and web technologies to potential employers. This of course includes high-quality research and production of content, as well as aesthetic, strategic, and user-friendly presentation of that content. My capstone creative project will consist of developing a digital portfolio of professional-quality and original work that has been organized and functionally presented using the very principles of design and media management learned throughout my coursework here at Ball State University. By doing this, I anticipate greater information retention from my studies, increased aptitude in media production skills, and a more effective transition from student to working professional.