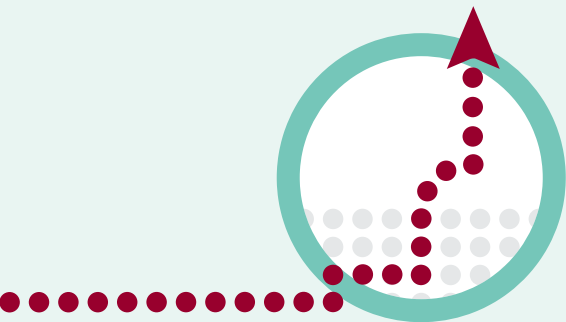


**YOU'RE NOT THE TYPE
TO FOLLOW THE CROWD.**

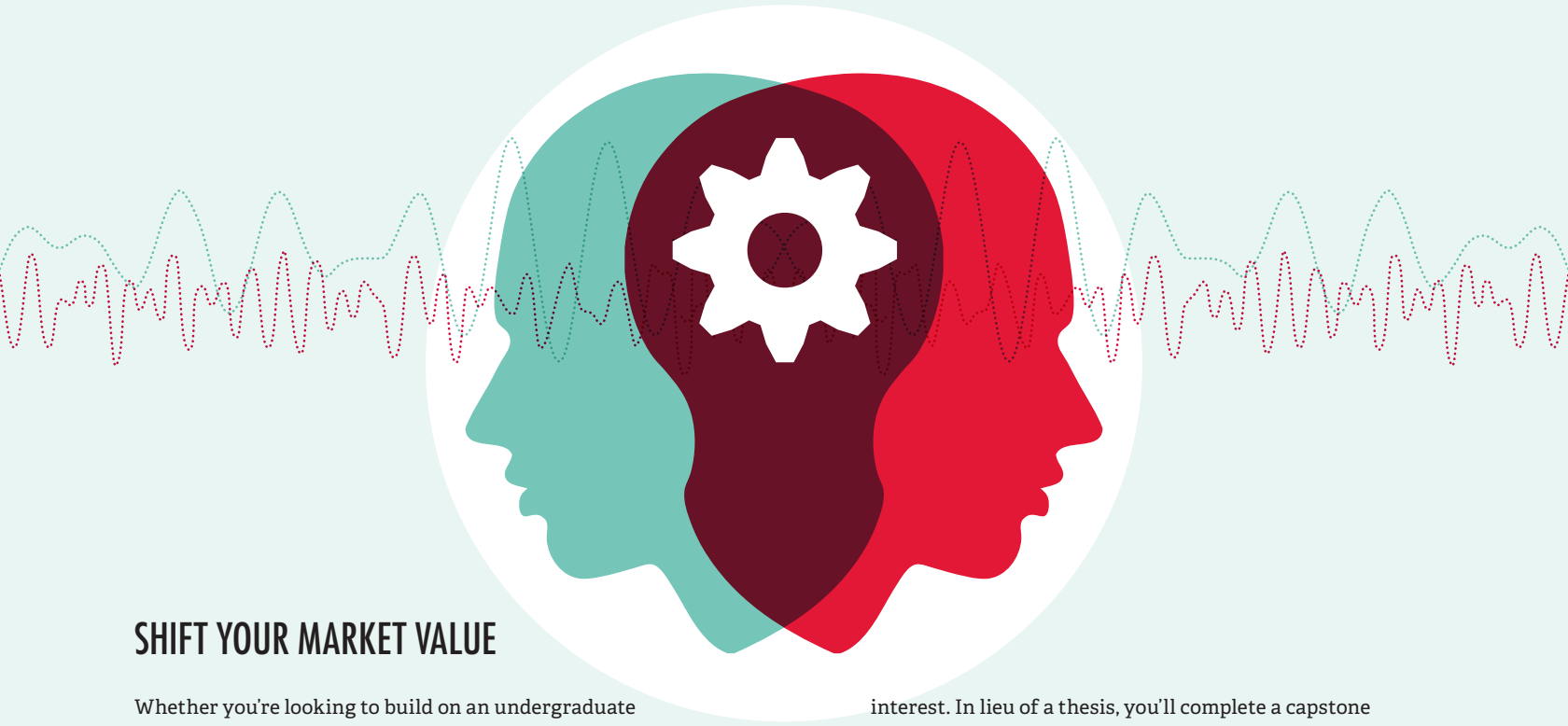


shift
INTO A GRADUATE PROGRAM THAT
PUTS YOU ON THE FAST TRACK.

ELON UNIVERSITY

MASTER *of* ARTS
INTERACTIVE MEDIA

www.elon.edu/imedia



SHIFT YOUR MARKET VALUE

Whether you're looking to build on an undergraduate degree, polish your existing skills, or remodel your professional expertise, the Elon Interactive Media program provides the knowledge you'll need to meet job market demands. Recent graduates have found success working in news, advertising, production and market research.

The curriculum begins with a broad sweep of information and then allows you to drill down into a specific area of

interest. In lieu of a thesis, you'll complete a capstone project that will round out an already impressive portfolio and set you up to climb the professional ladder. You'll graduate as a savvy multimedia professional nimble enough to anticipate changes ahead of the crowd and lead the way as the industry evolves.

AND YOU'LL DO IT ALL IN 10 MONTHS.



YOUR TOOLKIT

Interactive Media students receive a software package to use throughout the program and to keep after graduation.

Your personal toolkit includes:

Dreamweaver ®	Illustrator ®
Fireworks ®	Flash ®
InDesign ®	After Effects ®
Photoshop ®	Final Cut X ®



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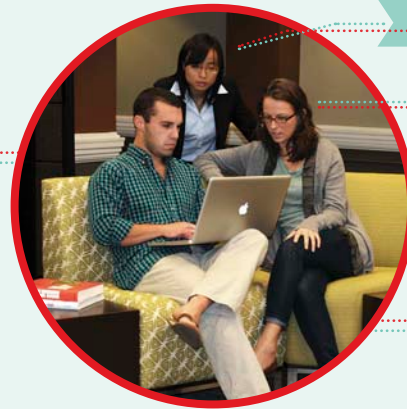
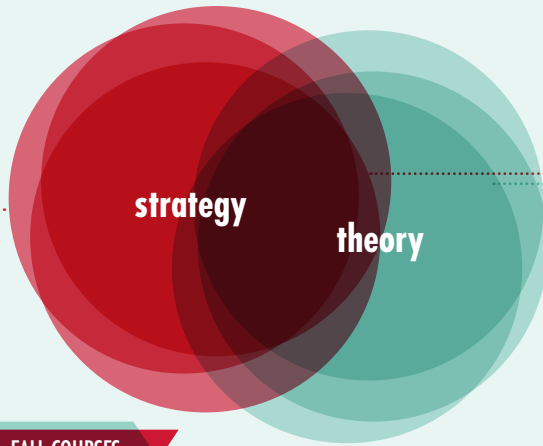
AE 

SHIFT YOUR SKILLS

The program kicks off with a three-week summer Digital Media Workshop where you'll learn to navigate the latest, industry-standard software and equipment. You'll get to know your classmates and professors as you work together to acquire the technical know-how you'll need to thrive throughout the program.

Then it's time to jump right in.





FACULTY MENTOR

PEER FEEDBACK

FALL COURSES

- Interactive Writing & Design
- Visual Aesthetics
- Theory & Audience Analysis in an Interactive Age
- Interactive Media Strategies
- Producing Interactive Media

SHIFT OUT OF THE CLASSROOM

Interactive Media students learn through hands-on experiences: planning and creating videos, graphics, audio and text for multiple media platforms.

Fall semester begins with a solid foundation of communications theory and strategy. Study audience analysis, interactive writing and design, and how to evaluate the usability of social media and Internet sites.

APPLY CLASS LESSONS IN REAL TIME

You'll quickly realize Interactive Media professors aren't typical instructors standing at the front of a classroom. They bring industry experience to the table and quickly become mentors invested in your success.

Weekly workshops build on classroom lessons and informally solicit feedback from peers and professors. Want to learn something new? Speak up. Sessions can be tailored to student interests.

And that's just while you're officially on the clock. The Interactive Media program is all about after-hour opportunities to dig deeper into the topics that pique your interest.

After an intense fall semester, it's time to take that newfound knowledge and shift it into a practical application with ramifications on a global scale.



SHIFT YOUR WORLDVIEW

Spend January capturing interviews, photographs, audio and video for a team project you'll produce to serve the public good. During Winter Term, students have worked in Costa Rica, Panama, Mexico, Iceland and the United Kingdom helping nonprofits build community recognition, increase volunteer efforts and boost fundraising by creating websites or interactive DVDs that are used by real-world clients.

Your Winter Term work will fuse the technical expertise and big picture theories you've absorbed in fall semester. After an intensive January, you'll return to Elon for spring semester to continue your own journey.

ONE MONTH. MAJOR CHANGE.



Established Facebook, Twitter and other social media accounts that have empowered nonprofit directors to disseminate their message to broader audiences



Created websites that have reached not only donors, but also medical professionals and pharmaceutical boards to give voice to the needs of indigenous peoples



Designed and built websites that can be updated by nonprofit staffers to keep up with an organization's evolving focus





PROJECT MANAGER

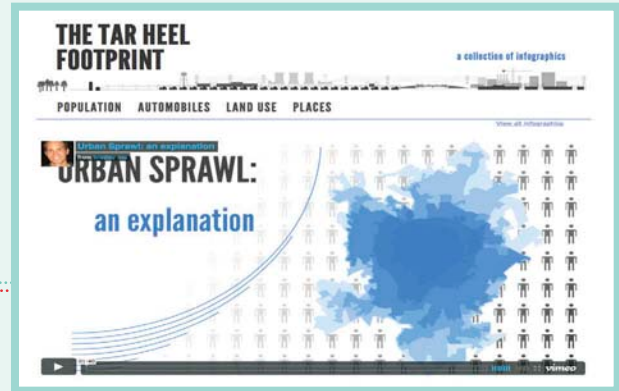
CONTENT DEVELOPER

SOCIAL MEDIA VISIONARY



THE CAPSTONE

Brainstorm, draft and polish your capstone plan with your professors and classmates.



The Tar Heel Footprint: A collection of infographics providing unbiased, non-politicized, easy to understand information about urbanization and development in North Carolina since the 1940s. Project by Brad Mu G'11.

DO IT YOUR WAY

Spring semester is all about you. Customize your elective offerings and get to work on that capstone project. By now you'll be able to function in a variety of professional roles: content developer, project manager, social media visionary. You'll have the perspective necessary to operate in each sphere, and spring is your turn to decide which you prefer.

Now that you've found your personal niche, sign up to network with industry leaders at the ultimate music, film and interactive conference.

“ABOVE ALL, I DEVELOPED A GREATER UNDERSTANDING OF WHAT WOULD BE EXPECTED OF ME AS A NEW MEDIA PROFESSIONAL AND WHERE MY SKILLS WOULD FIT.”

Mike Sales G'11
Interactive Web Developer, Iomax

SXSW

SHIFT YOUR IDEA OF A CONFERENCE

Austin in the springtime. What's not to love? The Interactive Media program sends students to South by Southwest each year. To score full funding, students present coverage and promotion plans in a professional competition.

Of course, you can hardly expect to attend the industry's premier event without practicing your new media skills.



Photo Credits:
Extreme Air Shots,
Brittany Ryan, Leyla Kuhn

Students post to their blogs, live Tweet events and take advantage of face time with industry professionals to craft articles and profiles.

Networking is hardly limited to spring semester. The Interactive Media program hosts formal and informal networking opportunities throughout the 10-month program.





SPEAKERS

Senior Vice President,
Misty Zelent '93,
Fleishman-Hillard

Senior Product
Manager, Jack Beittler,
Comcast Interactive
Media

Senior Recruiter, Josh
Janicek, McKinney

**Creative Director,
Chris Cashdollar,
Happy Cog Studios**

Recruitment Manager,
Kwanza Nunn
Quartey, Media
General

Merissa Goodrich of
Ogilvy, an international
marketing firm

Adam Harris of
Octagon, a sports
marketing firm

Amy Consiglio, a
partner with the Pursuit
of Happiness marketing
firm in North Carolina

Roger Creasy
of Freedom
Communications

Regan Forman of
Disney Pixar

Social Media
Manager, Angela
Connor, Capstrat

Digital Strategist, Cait
Smith G'11, Centerline
Digital

SHIFT YOUR NETWORK

The School of Communications has a career counselor exclusively dedicated to job placement who works with students throughout the year. Students are encouraged to set up individual appointments to discuss their professional goals and are regularly invited to local networking events.

Interactive Media alumni are a tight-knit bunch. Alumni are a regular fixture on campus and are eager to discuss their professional work and the job search process.

The annual Interactive Media Showcase offers students the opportunity to share their capstone work and network with employers who come to campus for a day of learning and professional development.

Alumni have access to the same career-building resources as enrolled students, including mock interviews and resume critiques.

Glen Raven **Likeable Media**

Free Range Studios SVNGR

WPDE Coalmarch Productions McKinney

Carolina Biological We Are Titans

NIH/NIEHS **The Targeted Group** Microtec

University of South Florida Redcats USA

Online Digital Corporate Executive Board Iomax

Venture Films Pace Communications

NeeMac Web Design **VINDICO Group**



SHIFT YOUR VISION OF SUCCESS

If you're like most Interactive Media students you're driven and ready to take on a new professional challenge. The good news is you'll graduate with skills that set you up with terrific job prospects.

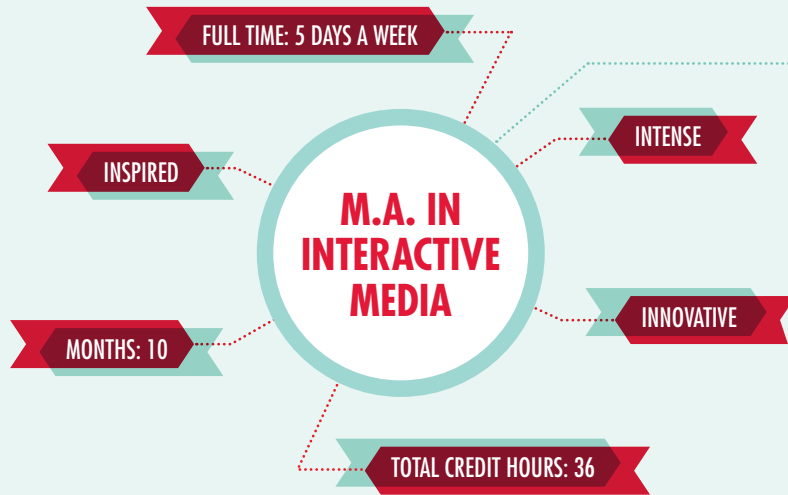
Ninety-seven percent of the most recent graduating class was employed within four months of graduation. Our alumni have landed jobs in New York, LA, Boston, Washington D.C., San Francisco, Seattle, Charleston,

"THE BIGGEST SKILL I TOOK AWAY FROM THE PROGRAM WAS LEARNING HOW TO LEARN."

Alexandra Boardman G'11
Interactive Production Coordinator at McKinney

Raleigh and Charlotte as web developers, digital strategists, creative designers and more.

Clear, concise communicators are valued across the professional spectrum. Your Interactive Media degree opens the door to employment in any number of careers.



Interactive Media students work in a state-of-the-art graduate suite on the second floor of Powell Building.

SO WHAT'S NEXT?

That's an easy one. It's your turn. The Master of Arts in Interactive Media program enrolls approximately 36 students each August. Applications are evaluated on a rolling basis throughout the year. Please submit all required application materials as early as possible prior to enrollment, but no later than May 1.

A number of scholarships are available to qualified applicants.

For a complete list of admission requirements and financing information, visit www.elon.edu/imedia.

ABOUT ELON

Elon is a selective, independent, private university renowned as a national model for engaged learning, along with excellence in the arts and sciences and professional programs. Elon's historic campus in central North Carolina is designated as a botanical garden.

ELON UNIVERSITY

Office of Graduate Admissions
PO Box 398
Elon, NC 27244

800-334-8448 ext. 3
gradadm@elon.edu

elon.edu/imedia
eyeonimedia.wordpress.com
twitter.com/elonimedia
facebook.com/eloninteractivemedia

Nonprofit Org.
U.S. Postage
PAID
Raleigh, NC
Permit # 686

The **M.A. IN INTERACTIVE MEDIA** program prepares students to think strategically across media platforms, plan and create interactive media content, and manage information in a digital age.



SHIFT TO THE WEB