

This is a press release from St. Petersburg College. For more information, contact [Samantha Stanich](#), Communications/PR Coordinator, at 727-341-4195 or [Lise Fisher](#), Director, Marketing and Strategic Communications, at 727-341-3076.

Digital Media Bachelor's Degree Launches this Fall

SPC's new program offers hands-on training in content creation, design and emerging technologies.

With the launch of the new Digital Media bachelor's degree, St. Petersburg College continues to invest in programs that meet growing workforce demands and deliver excellence in learning for students to obtain better jobs and have better lives.

The Digital Media Bachelor of Applied Science Degree was created by industry and College leaders to provide digital artists additional education and training to advance in their profession.

"Many practitioners are very focused on their specialty in digital media and become engaged in the gig economy," said Dr. Matthew Liao-Troth, Vice President of Academic Affairs at SPC. "In corporate America, they are looking for a bachelor's degree to enter the field."

The degree builds on SPC's certificates and associate degree in digital media, preparing graduates to work as graphic designers, digital videographers and content and web designers. The four-year degree is focused on employability and can assist graduates in achieving a level of career stability that freelance work cannot provide.

"There is definite demand there," said Jessica Curran, Digital Media Program Director. "Anyone in our A.A. or A.S. programs will transition seamlessly into the bachelor's program. The degree will help our grads fit into organizations and get full-time jobs as opposed to freelance or gigs. That full-time position with benefits is the ideal outcome for them."

According to Florida's Department of Economic Opportunity, job openings for producers and directors, content and instructional designers, video deposition recorders, art directors and animators and graphic designers will increase by 200 jobs over the next four years in Pinellas County. Those careers pay an average of \$62,014 a year, according to the state.

The bachelor's program garnered support from the University of South Florida, the Pinellas County school district and WEDU-PBS.

"As creatives, we all work in the gig economy at some point," said Dr. Barbara Hubbard, SPC's Dean of Arts, Humanities, and Design. "This degree can open whole new avenues for our graduates, so they are ready to become art or marketing directors who manage artists and their work, which is what businesses are looking for."