

# Creativity, Digital Arts and Entertainment Industries

## In this program you will learn...

- How creativity is being reshaped by industry, technology and policy.
- How entertainment intersects with business, entrepreneurship, law, politics and social media.
- How the digital arts are shaped by society, and are reshaping society in profound ways.
- How we can harness creativity to tell impactful stories that ignite the social changes we dream of.
- What ethical considerations creators, entertainers and influencers should think about when producing and distributing their work online, especially in relation to issues of equity, diversity and inclusivity.
- How AI, data analytics and audience research can inform creative decisions and optimize the flow of digital content.

In our Creativity, Digital Arts and Entertainment Industries program, you will contemplate the essence of creativity, delve into the fast-changing digital arts and explore the workings of the entertainment industries within the society that shapes them. Through innovative design and effective communications, you will learn to create ideas, images and stories that resonate with diverse audiences and make a tangible social impact.

Fourth-year practicum and internship options are available.



## What will I study?

- AI, Virtual Reality and Visual Media
- Audiences, Fans and Online Communities
- Creative Work and Entrepreneurship
- Digital Apps and Arts
- Digital Storytelling and Impactful Narratives and Images
- Hollywood Movies, TV Series and Video Games
- Online Creators, Influencers and Entertainers
- Social Media Platforms, Technologies and Algorithms
- The Creative and Entertainment Industries
- The Social and Ethical Dimensions of Creativity, Digital Arts and Entertainment

## What can I do with my degree?

Creativity, digital arts and entertainment matters to large companies, government agencies and the non-profit sector. You'll be prepared to pursue career opportunities such as:

- Creative Consultant
- Creative Entrepreneur
- Creative Policy-maker
- Creative Producer
- Content Strategist
- Creative Writer
- Digital Strategist
- Digital Art Director
- Entertainment Analyst
- Online Creator
- Social Media Manager

## Want more information?

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