

Career Profile: Multimedia Specialist

A multimedia specialist creates information and communication technology (ICT) products to educate, inform or entertain the user. S/he combines design and technical knowledge to develop these products which include CD-ROMs, DVDs and websites. Examples of these products include computer games, education and training materials, advertising and marketing materials, catalogue databases and resources for public information.

Once a design is completed, the multimedia specialist arranges the files in a single programme using authoring software to enable interactivity and to make it possible for users to navigate through the content. Then it has to be tested and any technical problems fixed. Finally the creation, content and processes of files have to be documented.

Typical activities you would be expected to carry out include:

- meeting with clients to determine their needs and expectations
- advising clients on what is technically possible and producing a proposal giving an idea of the range and scope of the work, timescales and costs
- developing design ideas using computer-based design packages
- working with other specialists
- authoring files into a single programme and then testing and adjusting them
- presenting final designs to clients
- gaining final sign-off from the client
- maintaining the products
- documenting the whole process and producing any reports or recommendations that may be required.

Examples of the tools you would be expected to use are Adobe Illustrator, Photoshop, Adobe Flash and Flash 3D Animator and other computer packages. These packages facilitate incorporation of the work of a variety of other specialists in the final product.

Education Requirements

National Senior Certificate (NSC)

For a career in multimedia students are advised to select English and Mathematics, and to add to this a selection from the *designated* subjects. These are subjects that are particularly suitable for tertiary study.

Bachelor Degree

Bachelor of Information Science – (3 years)

A three year degree programme that focuses on developing knowledge and skills for entry into careers in the field of multimedia production.

Offered at:

- [University of Pretoria](#)¹ ([School of Information Technology](#)² - BIS specialising in Multimedia)

National Diploma / BTech

For those who prefer a more practical approach, the National Diploma in Multimedia and Bachelor of Technology in Multimedia are offered at the University of Johannesburg and Tshwane University of Technology.

- [University of Johannesburg](#) (Faculty of Art, Design and Architecture - Department of Multimedia)
- [Tshwane University of Technology](#)³ (Faculty of Arts - [Multimedia](#)⁴)

Possible Employers

- Advertising agencies
- Computer software development firms, e.g. Bucky Systems
- Design firms
- Interactive software publishers
- Media production companies
- Information technology consulting firms
- Film and video production companies
- You may also work as a self employed consultant.

Find out more

Find out more about careers in multimedia.

- The UK's official graduate careers website Prospects has useful information on a career as a [multimedia specialist](#)⁵.
- [Turnkey Music and Multimedia](#)⁶ – Tuerk Technologies has two arms, one focusing on music, the other on interactive focusing on lifestyle, music and multimedia.
- The [PlanIT Plus](#)⁷ website provides useful insights into a career in multimedia production and also has useful information on other IT related careers.

¹ <http://web.up.ac.za/default.asp?ipkCategoryID=3689>

² <http://web.up.ac.za/default.asp?ipkCategoryID=1066&subid=1066&ipklookid=7>

³ <http://www.tut.ac.za/STUDENTS/FACULTIESDEPARTMENTS/ARTS/Pages/default.aspx>

⁴ <http://www.tut.ac.za/Students/facultiesdepartments/arts/departments/Documents/multimedia2.pdf>

⁵ http://www.prospects.ac.uk/p/types_of_job/multimedia_specialist_job_description.jsp

⁶ http://www.mio.co.za/offices/page.php?p_id=43

⁷ <http://www.planitplus.net/careerzone/areas/default.aspx?PID=nf&TOPL=8&SECL=8A&ID=192>

Are you suited to this career?

This quick quiz can help you to identify whether you are suited for this career.

Quiz	YES	NO
Can you think logically and abstractly?		
Are you able to visualise and conceptualise?		
Do you pay attention to detail?		
Would you describe yourself as imaginative with creative flair?		
Are you able to work to deadlines?		
Can you work independently and also as part of a team?		
Do you have an aptitude for drawing?		
Can you communicate well in speech and in writing?		
Do you make an effort to keep up with technological advances?		
Are you aware of the various elements involved in multimedia and are you interested in working with them?		

If you have mainly yes answers it may be an indication that this is a career to consider.