

## Graduate Profile

### Alder Cass

Front End Developer

Alder Cass graduated with a first class honours in Creative Digital Media from CIT Crawford College of Art & Design in 2012. Alder is a marketing developer at Teamwork.com in Cork, where they make business management software to help millions of people worldwide to run all aspects of their business. Alder's role involves front-end development on the company website, as well as any other development needs for the marketing team.



### Alder's advice

My time on the BA (hons) in Creative Digital Media not only allowed me to nurture my skills in web design and development, but also gave me experience of everything that goes with it - following briefs, meeting deadlines and approaching everything with professionalism and care. The projects we were given in college emulated real world challenges and helped me prepare for my career.

“If I could go back and choose a different course, I wouldn't. The friends I made and the skills I developed are invaluable to me”.

### Contact Information

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Head of Department:  
**Rose McGrath**  
Department of Media  
Communications



## Entry Requirements

Application	CAO
CAO course code	CR 112
Award Title	Bachelor of Arts (Honours) in Creative Digital Media
Duration	4 Years (8 Semesters)
Places	40
Location	CIT, Bishopstown, Cork

## How to apply

For admission to a programme, standard applicants must:

- > Make an application through [www.cao.ie](http://www.cao.ie)
- > Achieve the necessary CAO points

<b>Minimum Entry Requirements</b> Leaving Certificate in 6 Subjects	
Subjects O6/H7	4
Subjects H5	2
Maths Grade	O6/H7
English or Irish Grade	O6/H7

FETAC: minimum entry requirement for holders of FETAC awards is a full FETAC Level 5 award in a cognate area totaling 120 credits, including a distinction in 3 components plus a pass in C20174 or C20139 or 5N1833 or C20175 or LCE maths.

Applicants should refer to [http://www2.cao.ie/fetac/fetac\\_search.php](http://www2.cao.ie/fetac/fetac_search.php) for specific course requirements.

## About the Course

The Creative Digital Media course provides you with the design, technical and programming skills to create interactive digital media products. You will produce projects that can communicate across a variety of platforms and in some cases perform interactive experiences. You partake in a work placement and you can travel on a student exchange.

You will be introduced to the most up-to-date design and media industry software and hardware. The course will also support the development of contemporary critical awareness to assist you in your academic studies. You will be given the opportunity to develop your presentation skills and learn to create innovative creative digital media projects.

You will produce projects in digital media design, video production, music technology, computer programming, digital marketing, media business, animation, virtual reality, user experience (UX), user interface design (UI), digital culture and much more!

For full course information: <http://www.cit.ie/course/CR112>

## Career Opportunities

There is a very broad range of career opportunities for you if you study on the BA (Honours) in Creative Digital Media. Areas of specialist employment include E-learning, Game and App Development, 3D Design, Animation, Interactive Programming, and Audio Technology. Creative Digital Media graduates can also go on to further studies to Master's degree level and PhD.

## Potential Careers include

- > Web Design
- > Video/Animation
- > TV Production
- > E-learning
- > Gaming and VR
- > Music Technology

