

# *PERSONAL REFLECTION ESSAY*

*Alexis Prothro*

*Digital Portfolio |*

Alexis Prothro

Dr. Palma

Agnes Scott College

29 November 2020

### Digital Communication Personal Reflection Essay

My graduate studies journey has been nothing short of amazing. I began this journey with the hopes of becoming a versatile journalist and gaining essential digital skills to propel my career forward. This program was rigorous but well worth it. The program was centered on the development, use, critical evaluation, and the regulation of new electronic communication technologies using computer applications. My initial views about digital communication were completely vague and unclear however, while completing the program I began to learn how to research, analyze, and produce written copy, how digital communication strategies are expanding into the workplace, and I gained transferrable digital skill that could be used in multiple career fields. This program has shifted my beliefs, values, and overall outlook in regard to education and digital communication.

Agnes Scott College educates women to think deeply and encourages them to get involved in intellectual and social problems of present-day. Agnes Scott's Writing and Digital Communication program has advanced my prior knowledge of implied communication, digital media and writing for different target audiences. Through relevant coursework I created write-ups, articles, and feature stories. Courses like WDC 695 Solutions Journalism, and WDC 626

Journalism in the Digital Age cultivated my love for writing. These courses made me reconsider journalism and writing as a career. I became more interested in collecting, verifying, and conveying information. I had the opportunity to write for three different digital magazines. I am proud to say that I now have several online publications that I have been accredited for. This program and its courses have shaped my writing career and honed my ability to compose narratives with creativity, drive, and rhetoric.

Digital Communication Strategies are becoming essential for companies. Digital Media now serves as the main source of marketing for most companies and agencies. Visual design and content creation are changing the very aspect of branding. Through courses like Content Strategy and Digital Design and Visual Thinking and Web Design I learned how to manipulate images and create social media content using Adobe Photoshop software. My skillset for Adobe Photoshop has evolved and expanded my overall ability to create unique content. This program promotes digital literacy and challenges students to create shamelessly. My experience while immersing myself in these courses has launched my digital media career. The skills I gained helped me to secure a job producing social media content for MediaGirlsNetwork. I am grateful for the projects and required exercises that these courses entailed.

The identity of society has changed over the course the years. Millennials have the ability to obtain multiple jobs due to smaller skill related job becoming more important to the success of companies. As a journalist having transferrable digital skills is essential to the advancement of my career. This program has provided me with valuable skills that will easily set me apart from other candidates. Through this program I was able to gain skills like coding, website design, video editing and production, content creation, and producing copy for

advertising. Agnes Scott's Writing and Digital Communication program has made me a polished journalist who possess both written and digital skills.