



Areas of Study

Full Sail University is dedicated to helping creative students follow their dreams in the industries of entertainment media and emerging technologies. Whether you're passionate about music, art and design, web and technology, filmmaking, or the business behind entertainment, an education at Full Sail University can prepare you for a career path doing what you love.



Music & Recording

- **Audio Production**
Students gain a foundation in audio basics before exploring networking, project management, and client-relation skills needed to thrive in the industry.
- **Music Production**
Students develop an understanding of contemporary music hardware and software technology by creating their own songs, scores, and soundtracks.
- **Recording Arts**
Students develop the skills they need to get their hands on the controls in one of our industry-standard recording facilities.
- **Live Event Production**
Students gain an in-depth and hands-on education by working on concerts and live shows while also learning to program lighting systems and install proper audio and visual components.



Film

- **Digital Cinematography**
Students learn traditional filmmaking while using technological tools that can be used in everything from independent newsgathering and documentary filmmaking to commercial production and web video.
- **Film**
Students gain hands-on experience working each position on set on a variety of filmmaking projects, enabling them to get a feel for the role that each crew member plays in production.
- **Film Production**
Students receive an advanced education in behind-the-scenes filmmaking, working in teams to complete real films while focusing on fundamentals such as storytelling, visual aesthetics, and technical roles.

Areas of Study



Technology

- **Artificial Intelligence**
Students explore artificial intelligence and machine learning with courses in deep learning, computer vision, and security.
- **Computer Science**
Students learn the design, development, and implementation of software-based solutions and products for business, entertainment, and consumer markets.
- **Cybersecurity**
Students prepare to defend against cybercrime, protect data, and learn the business and tech culture skills they need to be professionally successful.
- **Information Technology**
Students learn various tools and scripting languages involved in managing software-defined data centers (clouds), and explore topics including security, API use, and system management.
- **Mobile Development**
Students discover professional application production, including programming languages, data structures, software engineering, and architecture.
- **Simulation Engineering**
This program familiarizes students with the technical and critical thinking skills needed to study, architect, develop, and test simulation and visualization systems.
- **User Experience**
Students learn how to analyze, prototype, design, and explain user experiences with no programming required.
- **Web Development**
This program equips students with the essential software, programming, and design knowledge needed to create dynamic websites to meet the needs of a client.



Games

- **Game Art**
Students learn the fundamentals of interactive graphics development – including character creation, environment and prop creation, the game production pipeline, in-game effects, and animation.
- **Game Design**
Undergraduate students take high-level game design and production courses to understand the development pipeline used in professional game studios. Graduate students learn core concepts in teamwork and leadership, project development, design and prototyping, and marketing, as well as different types of software.
- **Game Development**
Students master the technology and tools necessary to develop and program single and multiplayer video games for gaming consoles, personal computers, and networks.





Art & Design

- **Computer Animation**
In this program, students learn what it takes to work on a variety of projects – from animated films and television series to video games and motion graphics.
- **Digital Arts & Design**
Students learn art fundamentals combined with the design industry's current technology, giving them the skills to create powerful images for entertainment, advertising, branding, and the web.
- **Graphic Design**
Students learn how to meet deadlines and work within specific creative demands while producing high-end design work in a variety of formats.
- **Media Design MFA**
In this program, students go through a full-scale branding project – learning how to identify client needs, develop well-researched creative work, and craft an effective design campaign.



Business

- **Business Intelligence**
Students learn how to collect, analyze, and interpret Big Data using a variety of tools and technologies – allowing them to demonstrate their abilities as business intelligence professionals.
- **Digital Marketing**
Undergraduate students learn the fundamentals of marketing, plus the tools and tactics to connect with audiences through all online media channels. Graduate students use practical applications and advanced techniques to master search engine optimization, online branding, social networks, and more.
- **Entertainment Business**
Undergraduate students use case studies and in-depth research of various companies to gain a better understanding of what makes a successful business thrive. Graduate students learn the fundamentals of marketing, plus the tools and tactics to connect with audiences through all online media channels.
- **Game Business & Esports**
Students learn the foundations of business from a gaming perspective with a focus on esports and performance management, gaming culture and engagement, and more.
- **Innovation & Entrepreneurship**
This program leads students from the initial conceptual stage of a tech or creative product service all the way to a full-fledged business plan that can be pitched to potential investors.
- **Music Business**
Students learn about roles in the industry through music-specific subjects like artist management, music copyright and publishing, and record label development.

Areas of Study



Media & Communications



Creative Writing

Undergraduate students hone their writing skills through a variety of exercises, assignments, and projects that prepare them to meet the needs of various industries. Graduate students explore narrative structures, character creation, how to incorporate visual elements into their writing, and ways to distribute their work.



Instructional Design & Technology

Students explore how to create, improve, and implement multimedia instructional tools that will inspire and engage audiences, while also building a solid instructional design foundation.



Media Communications

Students build skills in written and verbal communication and learn how to navigate current and emerging channels, such as Facebook and X (formerly Twitter), on behalf of the brands and organizations they represent.



New Media Journalism

Students learn practical working knowledge of media delivery channels, allowing them to create dynamic news content in a rapidly evolving industry.



Public Relations

Students gain a solid grasp on the foundations of traditional PR methods, while also helping them plan, research, execute, and evaluate effective PR media plans.



Sports



Entertainment Business *with a Sports Management Elective Track*

Students earn an advanced business education that addresses the specific needs of the sports industry while developing their own business plan.



Sportscasting *Dan Patrick School of Sportscasting*

This program prepares aspiring talent for the communication and production needs of a modern sports media landscape – with an emphasis on hands-on experience and professional mentorship.



Sports Marketing & Media

This program is designed to help students learn the principles of marketing while using new media strategies to help sports organizations reach fans.

 CAMPUS PROGRAM

 CAMPUS & ONLINE

 ONLINE PROGRAM



FULL SAIL UNIVERSITY

800.226.7625 | fullsail.edu

Financial aid is available for those who qualify • Career development assistance • Accredited University, ACCSC

To review consumer disclosures, please visit fullsail.edu/gedt.

All rights reserved. The terms "Full Sail," "Full Sail University," and the Full Sail University logo are either registered service marks or service marks of Full Sail, LLC. © 2026 Full Sail, LLC.