

COMMUNICATION, MEDIA AND FILM

Experience Map



PROMISE
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University
of Windsor

COMMUNICATION, MEDIA, AND FILM

DRAMA AND COMMUNICATION STUDIES, MEDIA AND FILM

VISUAL ARTS AND COMMUNICATION, MEDIA, AND FILM (STUDIO ARTS)

VISUAL ARTS AND COMMUNICATION, MEDIA AND FILM (FILM PRODUCTION AND MEDIA ARTS)

INTERDISCIPLINARY ARTS AND SCIENCE

EXPERIENCE.UWINDSOR.CA

COMMUNICATION, MEDIA AND FILM

SKILLS AND KNOWLEDGE OF COMMUNICATION, MEDIA AND FILM GRADUATES

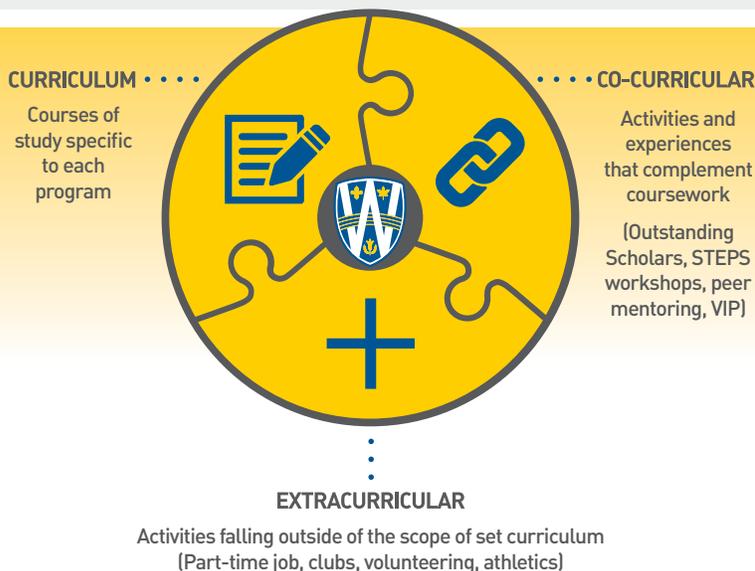
PROGRAM HIGHLIGHTS

- **Communication, Media and Film** – Be at the centre of exploring the most dynamic changes in our increasingly complex media landscape as well as the broader cultural, social, economic and political implications of contemporary and emergent technologies. Our program blends theory and practice, and teaches you the skills necessary to interpret and critically engage our media-saturated world.
- **Drama and Communication, Media and Film** – Gain both knowledge and experience in this dynamic and flexible double-major program that may include courses in set and costume design, video, film, theatre production, theatre history, and performance. Prepare for a career in acting, directing, teaching (with additional studies), among others.
- **Visual Arts and Communication, Media, and Film (Studio Arts)** – This option combines a foundation in artistic skills with an analysis of contemporary media institutions and film production practices.
- **Visual Arts and Communication, Media and Film (Film Production and Media Arts)** – This option provides you with a solid foundation and sophisticated understanding of the theories, contexts, and technical knowledge required to create artistic and skillful film and video productions in a range of formats.

- **Interdisciplinary Arts and Science** – If you're a highly motivated student who wants knowledge and skills that will familiarize you with the humanities, social sciences and natural sciences, this elite program is for you. Design your program to match your interests and career aspirations. From here, consider a master's program, professional school (medicine, optometry, dentistry, occupational therapy, naturopathic medicine, law, MBA, pharmacy), or teaching (with additional studies).

FUNCTIONAL KNOWLEDGE

- Assessing and appreciating the respective functional and sociocultural roles of various media and communications technologies
- Identifying, interpreting, and communicating key issues relevant to the digital world and contemporary media landscape
- Creating a variety of media products using appropriate professional methodology and equipment
- Understanding semiotics and the language of images
- Appreciating the respective roles of various public and private media organizations and stakeholders
- Understanding the impact of policy development on vulnerable populations and society more broadly



BUILD YOUR SKILLS AND EXPERIENCE

Your U Windsor experience is more than attending classes. It is a combination of academics, co-curricular activities, and extracurricular involvement. By making the most of all three elements of your university experience, you will maximize your opportunities to build your skills, broaden your personal network, and clarify your long term academic and career goals.

CAREER PLANNING GUIDE

Intentional career planning will help you prepare for your next step after graduation. It is a fluid, dynamic, and continuous process, meaning you can move on or return to an earlier stage at any time. You can even work through simultaneous cycles, like one for your long-term dream job and another for a summer job.



Experience Map

HOW TO USE THIS GUIDE

This guide is meant to help you explore various opportunities throughout the course of your UWindsor experience. It is intended to help you link academics, co-curricular, extra-curricular and career planning activities by suggesting some of the options available to you. This is to help you see what you can do, rather than what you are required to do!

Academics



First Year

- Take required courses including Introduction to Media and Society
- Take Intro to Media Design & Production I to gauge your interest in production
- Review degree course requirements
- Enrol in a variety of Communication, Media and Film courses to determine your core interests
- Meet with an academic advisor for academic mentorship, counselling, and internship placements
- Receive peer mentorship from members of the Communication Student Association

Experience



- Apply for a co-curricular experience such as the Volunteer Internship Program (VIP)*
- Investigate research opportunities as part of the Outstanding Scholars program*
- Help upper-year students with technical aspects of production projects
- Research student exchange opportunities for middle years*
- Join such club as the Communication Student Association, UWSA, or Students Offering Support

Career



- Create a list of things that you enjoy, areas in which you excel, and your skills
- Meet with Career & Employment Services (CES) to develop a plan for your future years
- Consider taking an interest assessment to help you identify possible career paths
- Attend a CES workshop to learn how to find a summer or part-time job
- Become familiar with the mySuccess online job search tool
- Attend a CES resumé and cover letter workshop to get your resumé critiqued

Middle Years

- Take required courses and check in with academic advisor to make sure you are on the right path
- Consider completing a research project in final year★
- Begin taking courses to specialize in Social Media and Digital Culture, Digital Media Production, Film Studies and Cinema History, Popular Culture and Media Literacy, Advertising and Public Relations, or Communication Theory, Policy and Research Methods
- Seek out internships and courses that offer field experience★
- Start taking courses required as pre-requisites for graduate/professional school
- Consider declaring a minor and/or specialization

- Join a professional association in your field such as the Canadian Media Producers Association
- Participate in the UWill Discover undergraduate research conference★
- Explore available Communications, Media and Film internships and field work courses★
- Work with local television companies to learn from industry professionals
- Assist Student Recruitment or other facets on campus with promotional video creation
- Apply for student exchange★
- Expand your skills by taking on a summer, part-time or volunteer position
- Look for a leadership role in a club or society

- Research academic career fields and occupations
- Explore opportunities and meet employers through a job fair or employer information session
- Attend the Graduate and Professional Schools Fair to explore further educational opportunities
- Analyze the requirements for graduate or professional schools
- Make an appointment with Career & Employment Services to explore career options
- Create a LinkedIn profile and have it critiqued
- Take part in informational interviews through such sources as Ten Thousand Coffees

Final Year

- Meet with faculty and academic advisor to review degree requirements
- Complete all required courses to fulfill degree audit
- Apply to graduate through MyUWindsor Portal
- Work with a faculty member on a research project or publication★
- Take an independent study or directed reading course
- Take a field work or internship course to optimize your senior experience★

- Work on a senior production project collaboratively with other students
- Conduct field research with faculty member★
- Become a tutor for Students Offering Support (SOS)
- Help produce media marketing for local organizations through volunteering or coursework
- Become a teaching assistant for a production course or to facilitate a tutorial★

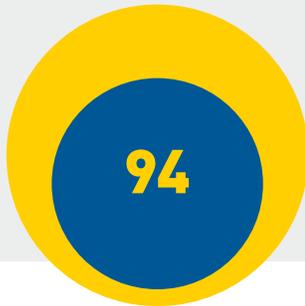
- Consider applying to graduate or professional school. Be aware of early application deadlines
- Meet with Career & Employment Services to prepare application documents such as resumé, cover letter, CV or personal statement
- Work on polishing a professional demo reel of all your production work
- Consider applying to a professional film union, such as the Directors Guild of Canada (DGC) or the International Alliance of Theatrical Stage Employees, Moving Picture Technicians, Artists and Allied Crafts of the United States, Its Territories and Canada (IATSE)
- Attend an Interview Skills Workshop and Job Search Tips Workshop
- Set up a mock interview for professional school or job applications
- Meet employers at the annual job fair in January
- Compose a portfolio of relevant academic and work experience

★ High-Impact Practice: educational practices that include experiential learning as a basis for student engagement and successful scholarship

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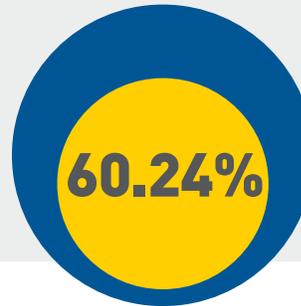
LIFE AFTER GRADUATION

2016



Number of University of Windsor graduates from Communication, Media and Film programs in 2016.

2013



Percentage of Canadian university social and behavioural sciences graduates who continued their studies post-bachelor degree. (National Graduates Study 2013)



COMMON INDUSTRIES FOR COMMUNICATION, MEDIA AND FILM GRADUATES

- Academia and research
- Advertising, marketing, strategic communications
- Business: Research and analysis, human resources, project management
- Education: Advising, counselling, corporate training
- Government: Research and policy development
- Media production and journalism
- Public relations
- Social service and community agencies

CAREER TRACKS*

Account manager	Director of communications	Policy analyst	Research co-ordinator
Administrative assistant	Event planner	Producer/director	Sales manager
Advertising creative director	Industry instructor	Production specialist	Social media co-ordinator
Business advisor	Journalist	Project manager	Sound technician
Communication strategist	Marketing manager	Public relations manager	Teacher
Copywriter	Media planner	Radio/TV announcer	Video editor
Digital technician	Operations director	Reporter	Web designer

* Additional education and/or training required for some of the above careers.

CAREER-READINESS COMPETENCIES



Critical Thinking and Problem Solving: Using strategic and creative thinking to make decisions and evaluate solutions

- Effectively criticizing media texts in terms of formal choices and techniques
- Learning, understanding, and interpreting information to apply knowledge to new situations
- Critically analyzing problems, thinking creatively, and making appropriately reasoned decisions



Professionalism and Work Ethic: Demonstrating personal management practices and a high level of integrity and ethical behaviour

- Managing time, data, and resources to meet deadlines
- Seeing issues from a variety of vantage points
- Prioritizing and concentrating on relevant resources when presented with a wealth of sources of information



Teamwork and Collaboration: Working as a productive member of a group and collaborating with others to achieve set goals

- Organizing and leading groups, facilitating change and understanding among group members
- Identifying one's ideal role and contributing to the collective through leading, teaching, and motivating others
- Overseeing contributions to a project, determining outcomes, planning details, delegating, and completing tasks



Communication: Appropriate and effective articulation of ideas and information to a range of audiences

- Preparing and delivering oral and written presentations and reports using sophisticated technological aids
- Communicating effectively and efficiently in writing, sound, and images to convey messages
- Developing effective, attractively organized reports



CAMPUS RESOURCES

- Visit **Leddy Library** and the **Writing Support Desk** on the main floor for help with academic assignments
- Improve study skills through the **Skills To Enhance Personal Success (STEPS)** program
- Discover ways to get involved on campus through the **Student Success and Leadership Centre**
- Explore mentorship opportunities through the **Connecting4Success (C4S)** and **Bounce Back** programs
- Apply to the **Volunteer Internship Program (VIP)** to get involved in the community
- Look into the **Work Study** program for on-campus employment opportunities
- Broaden your cultural awareness through the **International Student Centre** and **Student Exchange Office**
- Get assistance developing your career plan and job search skills from **Career & Employment Services**
- Consult with the **EPICentre** if you are interested in starting your own business
- Seek out assistance with academic accommodation from **Student Accessibility Services**
- Tend to your health and wellness with support from **Student Health Services, Lancer Recreation** and the **Student Counselling Centre**

Recruitment Office

Phone: 519-973-7014

Toll-Free: 1-800-864-2860

Email: info@uwindsor.ca

Department of Communication, Media and Film

Phone: 519-253-3000, Ext. 2896 or 2897

Email: cmf@uwindsor.ca

Career and Employment Services

Phone: 519-253-3000, Ext. 3895

Email: careerservices@uwindsor.ca

experience.uwindsor.ca



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