

Communication, Media and Film

Made in Windsor.

COMMUNICATION, MEDIA AND FILM

COMMUNICATION, MEDIA AND FILM (BA)/CONCURRENT EDUCATION (BED)

INTERDISCIPLINARY ARTS AND SCIENCE



uwindsor.ca/cmfi



Communication, Media
and Film Experience Map



University
of Windsor

Highlights and Skills

PROGRAM HIGHLIGHTS

Communication, Media and Film **G H C**

Link theory and practice with this “hybrid” program that combines communication and cultural studies, research into the interaction between media and society, and film making. This flexible degree lets you pursue your interests in topics such as media and digital arts, communication studies, activism and social movements, philosophies of technology, histories of culture industries, public relations, advertising, film, and film production.

MIN AVG.* 70% ONTARIO COURSE REQUIREMENTS ENG4U required

Communication, Media and Film (BA) **G** / Concurrent Education (BEEd)

Earn two degrees at once and go on to share your love of communication, media and film with a younger generation. You’ll be able to take a combination of theory and production courses in CMF and get lots of hands-on learning opportunities in your education studies. At the end, you’ll be eligible to teach students in grades 7 to 12.

MIN. AVG.* 75% ONTARIO COURSE REQUIREMENTS ENG4U required. Admission to first year only.

Interdisciplinary Arts & Science **G H C** If high achievement and diverse academic pursuits are in your DNA, this elite program is for you. It’s for students who want to develop knowledge and skills in the sciences, arts, humanities and social sciences. Blend your interests – drama with biomedical or biochemistry with music. You can tailor your program to match your interests and career aspirations.

MIN AVG.* 80% ONTARIO COURSE REQUIREMENTS ENG4U, MHF4U, and two from SBI4U, SCH4U, or SPH4U. MCV4U is strongly recommended.

G General – 3-year program **H** Honours – 4-year program **C** Combined Honours programs available * Minimum grade point average for admission to program. A higher average may be required.




Interested in a BFA in Film Production? See the Experience Map for the joint CMF-SoCA Bachelor of Fine Arts degree program.

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
- Deploying a variety of research methods to understand media institutions, media text/artifacts, and media audiences

Build your Skills and Experience

Your UWindsor 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.

	CURRICULUM Courses of study specific to each program
	CO-CURRICULAR Activities and experiences that complement coursework (Outstanding Scholars, peer mentoring, VIP)
	EXTRACURRICULAR Activities falling outside the scope of set curriculum (Part-time job, clubs, volunteering, athletics)

Career Planning Cycle

Intentional career planning will help you prepare for your next step after graduation and beyond. It is a fluid, dynamic, and lifelong process. You can move on or return to an earlier stage in the cycle at any time.



Explore Opportunities Using This Chart

Explore a selection of opportunities recommended for students in your program. This chart shows some of your many options – you don't have to do everything on it or limit yourself to it. Engage in opportunities from each of the three categories to set yourself up for success.

High-Impact Practice (HIP)

A HIP is an enriching educational experience that can be life-changing and often includes learning outside of the classroom while encouraging meaningful interaction and collaboration, such as:

- Co-op, internship or field experiences
- Research with faculty
- Culminating senior experience
- Capstone courses
- Service-learning
- Learning communities
- Study abroad

Academics

Your Coursework






First Year

- Take required courses including Introduction to Media and Society as well as Film Production I
- Review degree course requirements
- Enrol in a variety of elective courses to appreciate the breadth of university and meet students from other programs
- Meet with an academic advisor for academic mentorship and counselling
- Receive peer mentorship from members of the **Communication Student Association, and/or course Graduate/Teaching Assistants**

Middle Years

- Take required courses and check in with academic advisor to make sure you are on the right path
- Begin taking courses to specialize in Social Media and Digital Culture, Film Production, Film Studies and Cinema History, Popular Culture and Media Literacy, Advertising and Public Relations, or Communication Theory, Research Methods and Policy
- Seek out internships and courses that offer field experience 
- Start researching and considering graduate or professional school option
- Consider declaring a minor and/or look into a certificate program



Final Year

- Meet with an academic advisor to go over degree requirements
- Complete all required courses for your degree
- Apply to graduate through **UWinside Student Portal**
- Work with a faculty member on a research project or publication 
- Take a senior course to develop a theory research project or cultivate a pre-production, production, or post-production film area of specialty 
- Take a field work or internship course to optimize your senior experience 

Experience

Ways To Get Involved



- 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 a club such as the **Communication Student Association, UWSA, or Students Offering Support**
- Participate in the **Bystander Initiative** workshop to gain skills that will help you be an effective and supportive ally to prevent sexual assault on campus
- Apply for a co-curricular experience such as **VIP - Community Service**

- Join a professional association in your field such as the **Canadian Media Producers Association**
- Participate in the **UWill Discover** undergraduate research conference 
- Explore opportunities and meet potential employers by participating in job fairs and industry networking events
- Work with local film companies to learn from industry professionals
- Assist **Student Recruitment** or other campus departments with promotional video creation
- Apply for student exchange 
- Expand your skills by taking on a summer, part-time or volunteer position
- Join a student club or society such as the **Communications Student Association (CSA)**
- Become a student representative to department committees

- Conduct 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 to mentor other students 
- Look for a leadership role in a club or society for example, the **CSA**

Career

Plan Ahead For What's Next



- Start by making a list of things that you enjoy and areas in which you excel
- Meet with a career advisor in **Career Development and Experiential Learning (CDEL)** for help developing a plan for your future years
- Consider a **Career Exploration Program** appointment to help you identify possible career paths
- Get involved with a part-time job, volunteer opportunity, campus group, or research assistantship
- Attend **CDEL workshops** to learn how to find a summer or part-time job and write a university-level resumé
- Chat with an advisor during **CDEL's Drop In** hours to get answers to your career and job search questions

- Research career fields and occupations with the help of a **CDEL** career advisor
- Explore opportunities and meet potential employers by participating in job fairs, industry networking events, and **CDEL's Job Shadow Experience**
- Explore further educational opportunities by attending the **Graduate and Professional Schools Fair** and researching admission requirements for programs that interest you
- Create a **LinkedIn** profile and have it critiqued by **CDEL**
- Take part in informational interviews and join online communities like **LinkedIn** and **Ten Thousand Coffees** to connect with people in your targeted profession or industry
- Search job postings to learn what skills, knowledge, and credentials you will need for potential careers

- If you are considering applying to graduate or professional school, be aware of early application deadlines
- Meet with **CDEL** to prepare application documents like a resumé, cover letter, CV, or personal statement for jobs and education programs you are applying to
- Take part in recruitment events and job fairs hosted by **CDEL** and other organizations
- 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 **CDEL's workshops** on interview skills and job search strategies

Life After Graduation

64 Number of Graduates
(2020)

93% Employment Rate of Graduates
Number of Communication, Media and Film Graduates (2019)

Career Tracks*

Account manager
Administrative assistant
Advertising creative director
Business advisor
Communication strategist
Copywriter
Digital technician

Director of communications
Event planner
Industry instructor
Journalist
Marketing manager
Media planner
Operations director

Policy analyst
Producer/director
Project manager
Public relations manager
Radio/TV announcer
Reporter
Research co-ordinator

Sales manager
Screenwriter
Social media co-ordinator
Sound technician
Teacher
Film editor
Web designer

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



Common Sectors For 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
- **Film and media production**
- **Public relations**
- **Social service and community agencies**

Career-Readiness Competencies



Critical Thinking & Problem Solving



Professionalism & Work Ethic



Teamwork & Collaboration



Communication





Campus Resources

- Research undergraduate scholarships and bursaries through the **Student Awards and Financial Aid Office**
- Visit **Leddy Library** and the **Writing Support Desk** for help with academic assignments
- Check out the **Bounce Back** program designed to improve academic performance as well as decrease feelings of stress and anxiety through both effective learning strategies and life skills acquisition
- Build leadership skills and find leadership opportunities at the **Leadership Hub**
- Get advice and support about your academic status by making an appointment with **Central Academic Advising**
- Seek out assistance with academic accommodation from **Student Accessibility Services**
- Discover ways to get involved on campus through the **Student Success and Leadership Centre**
- Broaden your cultural awareness through the **International Student Centre** and **Student Exchange Office**
- Look into the **Ignite: Work Study** program for on-campus employment
- Get assistance developing your career plan and job search skills from **Career Development and Experiential Learning**
- Develop your entrepreneurial skills and learn how to start your own business at **EPICentre**
- Find support for Indigenous learners and broaden your understanding of Indigenous culture by visiting the **Aboriginal Education Centre - Turtle Island**
- Tend to your health and wellness with support from **Student Health Services**, the **Wellness Outreach Office** and **Lancer Recreation**
- Receive confidential mental health counselling delivered by trained professionals at the **Student Counselling Centre**
- **Prevent.Resist.Support.** Seek personal support or learn more about sexual violence prevention and resistance education through the **Office of Sexual Violence Prevention, Resistance & Support**
- Explore professional development opportunities through **Continuing Education**



experience.uwindsor.ca

Student Recruitment

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 Development and Experiential Learning

Web: uwindsor.ca/cdel

Email: careerservices@uwindsor.ca