What can I do with a Major in New Media?

Skills Developed

• Communication Through Media Sources
• Present & Defend Theories of Visual Culture
• Analytical & Critical Thinking
• Organizational
• Articulate Abstract Ideas
• Creative
• Knowledge of Socio-Cultural Identities
• Interpret Values & Beliefs from Visual Forms
• Ability to Meet Deadlines
• Technical & Artistic
• Problem Solving
• Computer Proficiency
• Attention to Detail
• Methodical Approach to Work

Work Environments

Through a combination of creative and technical expertise that blends art, drama, and music with digital and interactive media, students develop the knowledge, skills, and expertise to succeed in a range of new media industries and creative practices. Graduate may find employment in/with arts organizations, galleries, archives, museums, performing arts organizations, broadcasting/media companies, advertising/marketing agencies, academic or research institutions, public relations firms or libraries.
# Key Areas of Specialization:
3D Modeling, Animation, Digital Video Production, Graphic Design, Special Visual Effects, Web & Interactive Design

## Entry Level Job Titles

These jobs are normally intended for new graduates and require 0 to 2 years of experience. It is important to note that many entry level positions require *some* related experience or demonstrated ability to perform job-related tasks. Even those positions that do not require experience will still prefer an experienced candidate, if one is available.

- Communications & Operations Officer
- Community & Social Media Manager
- Digital Media Account Manager
- Energy Reporter
- Interface Designer
- Java Developer
- Junior Social Media Manager (Internship)
- Junior Web Developer
- Online Video Editor
- Project Assistant
- Public Relations Content Creator
- Public Relations Intern
- Sales Executive
- Social Media Coordinator
- Video Journalist
- Web Designer/Developer
- Web Graphics Designer

**Note:** The U of L offers various resources and programs to facilitate students in gaining work and volunteer experience. Find an entry level position on the [CES job board](#) or join the Management or Arts & Science Cooperative Education Programs. Summer jobs, part-time work, internship positions and volunteer experience help students to enhance their skillset and accumulate work experience for their future career.

## Related Job Titles

These jobs generally require extensive, relevant work experience and/or further education.

- Advertising Account Executive
- Animator
- Art Director
- Artist
- Arts Administrator
- AV Technician
- Cartoonist
- Casting Director
- Cinematographer
- Communications Coordinator/Specialist
- Computer Games Developer
- Computer Programmer
- Consultant
- Content Researcher/Editor
- Creative Consultant
- Curator
- Digital Artist
- Digital Media Specialist
- Director (Film, Video, Theatre)
- Exhibit Designer
- Film Classification Officer
- Film Editor
- Film Effects Developer
- Film, Stage & TV Developer
- Games Designer
- Graphic Artist/Designer
- Illustrator
- Information Specialist
- Installation Artist
- Interface Designer
- IT Specialist
- Journalist
- Layout Coordinator
- Librarian
- Media Coordinator
- Media Relations Officer
- Media Specialist
- Medical Illustrator
- Multimedia Consultant/Designer
- Music Industry Consultant
- New Media Producer
- Photographer
- Producer/Director
- Product Designer
- Production Assistant
- Project Manager for New Media
- Promotions Specialist
- Proofreader
- Proposal Writer
- Recording Engineer
- Research Director
- Reviewer/Critic
- Screenwriter/Playwright
- Senior Web Designer/Developer
- Set Designer
- Social Media Specialist
- Software Designer
- Sound Recorder/Editor
• Sound Technician
• Special Effects Technician/Director
• Systems Analyst
• Teacher
• Technical Support Specialist
• Technology Journalist
• Training Specialist
• University Professor
• Video Editor
• Visual Arts Consultant
• Website Designer
• Writer

Thinking Outside the Box: Other Possible Job Titles

On average, people change their careers three to five times in their lifetime. So, no matter what major you choose, you may still be interested in opportunities totally unrelated to your program of study. We encourage you to be open to all possibilities! Your undergraduate degree can be a springboard for other educational pursuits, and your transferable skills and experience can prepare you to work in a multitude of settings.

• Account Manager
• Antique Restorer
• Booking Agent
• Camp Director
• Cartographer
• Consumer Advocate
• Costume Designer
• Curriculum Specialist
• Drama Therapist
• Entrepreneur
• Fabric Designer
• Fashion Merchandiser
• Florist
• Fundraiser
• Furniture Designer
• Interior Designer
• Landscape Designer
• Lithographer
• Lobbyist
• Market Researcher
• Music Lawyer
• Music Therapist
• Publicist
• Quality Assurance Technician
• Sales Representative
• Talent Agent
• Tour Manager
• Urban Planner

Useful Resources

Recommended websites to assist in exploring the field of New Media and its career opportunities.

Alberta Media Production Industries Association
http://ampia.org

Digital Alberta
http://www.digitalalberta.com

Alberta Association for Media Awareness
http://aama.ca

Alberta Media Arts Alliance Society
http://amaas.ca

Saskatchewan Interactive Media Association Inc.
http://www.saskinteractive.com/

The Digital Media & Wireless Association of BC
http://digibc.org/

Canadian Digital Media Network
http://www.cdmn.ca

Graphic Designers of Canada
https://www.gdc.net

Association of Registered Graphic Designers
http://www.rgd.ca

Associated Designers of Canada
http://www.designers.ca

Entertainment Software of Canada
http://theesa.ca

Canadian Heritage
http://www.pch.gc.ca/

Women in Communications & Technology Canada
https://www.wct-fct.com

Industry Canada
http://www.ic.gc.ca/
The Canadian Advanced Technology Alliance  
http://www.cata.ca/

Information Technology Association of Canada  
http://itac.ca

Cultural Human Resources Council  
http://www.culturalhrc.ca/

Media Job Search Canada  
http://www.mediajobsearchcanada.com

New Media Professionals Association  
http://www.newmedia.org/

Digital Media Association  
http://www.digmedia.org

Intergrated Media Association  
http://www.greaterpublicdigital.org

International Digital Media & Arts Association  
http://idmaa.org

Campus Resources

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<td>Student Success Centre – Study Skills, Learning Strategies &amp; Tutoring</td>
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Career & Employment Services (CES)
CES assists U of L students and graduates with their career exploration and work search needs.

AH154 Anderson Hall, Phone: 403-329-2000
Mon- Fri: 9:00 a.m. to 12:00 p.m.
1:00 p.m. to 4:00 p.m.

July 2014