

Media Production- Film & Video

The Film & Video Media Production major is designed to prepare students for careers in radio, television, film or other careers in electronic media, whether religious or secular. The development of skills in announcing, audio and video production, media writing, programming and management are features of this program. Students will also develop a critical understanding of electronic media and its relationship to faith in today's world. The film production track includes a semester at the Los Angeles Film Studies Center.

What Type of Work are Related to this Degree?

- Programming and production
- Directing
- Writing
- Webcasting
- Post-production editing
- Media advertising and sales
- Advertising production
- Reporting
- Public relations
- Producing
- Promotions
- Audience analysis
- Audio, video, or television production support
- Speech and copywriting
- News videography

Who employs people with this degree?

- Large corporations
- Internet-based companies
- Companies specializing in webcasting services and technology
- Professional associations
- Nonprofits
- Corporations
- Public relations firms
- Media outlets
- Major networks
- Web application companies
- Government and corporations
- Freelance or private video production companies or videographers
- Universities and colleges

More information at ONETonline.org

General Strategies for Success:

- The fields of journalism, web design and public relations can be highly competitive. Pursue internships, volunteer freelance work and begin networking with professionals in the field as soon as possible.
- Gain experience with social media platforms.
- Be adept at learning new technology and tools quickly.
- Consider gaining experience in a corporation or non-profit. Many companies use media of all types to communicate internally and externally.
- Take courses in marketing, journalism, copy writing, technology.
- Seek certifications in networking, web design, or related areas.
- Be willing to start in smaller markets and work your way up the ladder.
- Understand that geographic flexibility and a willingness to relocate are important in finding job opportunities.

Professional Associations

Minnesota Professional Videographers Association
University Film & Video
Music Video Production Association
Motion Picture Association of America
Women in Film
Association of Independent Video & Filmmakers

This information represents possible occupations and strategies for careers with this major. As with any job or career, there may be additional qualifications or experience needed. For more information and options, make an appointment with Career & Leadership Development or check out our online resources on our website or on myUNW, Career & Leadership Development tab.