



ACADEMIC PATHWAYS IN
ARTS & MEDIA

PATHWAYS TO ACADEMIC ENGAGEMENT // JANUARY 25, 2020

PLAN FOR TODAY:

- Welcome and Introductions
- Find Your Path at UW Bothell
- Career Pathways in Arts & Media
- Academic Majors in Arts & Media
 - *Pre-Major: Arts & Media*
 - *Interactive Media Design*
 - *Media & Communication Studies*
 - *Interdisciplinary Arts*
 - *Culture, Literature & the Arts*
- Advising Q&A with Success Team

Enter a raffle drawing for exciting prizes before you leave!



WELCOME

WHAT ARE MY INTERESTS?

WHAT ARE MY GOALS?

WHAT ARE MY STRENGTHS?

WHAT IS MY MOTIVATION?

WHAT IS MY PASSION?

FIND YOUR PATH IN

ARTS & MEDIA

ABOUT ARTS & MEDIA

Use your creativity, imagination, and passion for innovation to develop or express meaning across various audiences!

- > **Examine visual, literary, and media practices as a way to transmit information and ideas**
- > **Enhance your ability for ideation and increase your skills in oral, written, and visual communications**

Sample Career Paths:

- Journalism
- Public Relations
- Technical Writing
- Education
- Game Design
- Graphic Design & Marketing
- Human Resources
- User Experience (UX/UI) Design
- Museums & Cultural Centers
- Media Broadcasting

ARTS & MEDIA

Academic Majors:

- Interactive Media Design
- Media & Communication Studies
- Interdisciplinary Arts
- Culture, Literature & the Arts

ARTS & MEDIA



HOW TO FIND YOUR PATH IN **ARTS &** **MEDIA**

As we review the next several slides....

1. Think about the **classes** you enjoyed most in high school, or that you look forward to most at UW Bothell.
2. Be realistic about the time needed to develop **skills** and pursue **experiences** important for academic and professional success.
3. Make plans to **connect** with success team members who can help shape your path in **Arts & Media**.



A R T S & M E D I A

PRE-MAJOR ADVISING

Help you make sense of your academic strategies and academic progress towards a UWB degree.

Meet with Pre- Major Advisor for:

- Registration
- Academic Planning
- Academic Difficulty
- Change Intended Major

A Pre-Major Advisor's Role:

- Your First University Support Person
- Your Guide to Academic Success
- Make Referrals to Campus Resources
- Engage in Reflective Conversations on Academic Trajectory at UWB

Tips for creating a Student and Academic Advisor relationship

- Be curious about your academic journey
- Ask Questions! If your interests change inform your advisor
- Be prepared to make decisions with the options given
- Do your research! Explore your interests, majors & career options
- Make advising appointments at least quarterly- We want to see you!



A R T S & M E D I A

INTERACTIVE MEDIA DESIGN

Sometimes this major is called Media Arts

Classes you might enjoy:

- Human-Centered Design
- Intro to Programming through Animated Storytelling
- User Research
- Visual & Media Arts Techniques

Experiences you might enjoy:

- User Experience Internship
- Cohort Model
- Becoming an IMD Student Rep
- Joining the IxDA (Interaction Design Association)

Career Industries or Job Roles you might enjoy:

- UX Designer
- Graphic Designer
- User Research
- Web Developer
- Software Engineer
- Career Field or Job Title



A R T S & M E D I A

MEDIA & COMMUNICATION STUDIES

Sometimes this major is called Communications or Media Studies

Classes you might enjoy:

- Politics and Popular Music
- Visual Communication
- Public Speaking and Communication
- Media Production Workshop

Experiences you might enjoy:

- Social Media, Production, or Marketing internship
- CBLR courses on Journalism or Data Visualization
- UWave: UWB multimedia station

Career Industries or Job Roles you might enjoy:

- Advertising, Public Relations, Social Media
- Broadcast Journalism
- Creative Writing
- Advocacy & Community Organizing
- Graphic Design
- Media Production



INTERDISCIPLINARY ARTS

Sometimes this major is called Art

A R T S & M E D I A

Classes you might enjoy:

- Photography as Art
- Performing Arts Workshop
- Creative Writing: Poetry
- Performance and Healing

Experiences you might enjoy:

- Student teaching or art sales internship
- CBLR courses on Performing Arts Technique or Art in Context Museum Culture
- Clamor: UWB Literary & Arts Journal

Career Industries or Job Roles you might enjoy:

- Art Advocacy
- Independent Artist
- Primary, Secondary, Post-Secondary Education
- Graphic Design
- Museum or Cultural Curator
- Project Manager



A R T S & M E D I A

CULTURE, LITERATURE & THE ARTS

Sometimes this major is called English or Literature Studies

Classes you might enjoy:

- Shakespeare and Film
- Women and American Literature
- Representation, Colonialism & the Tropical World
- Journalism and Media History

Experiences you might enjoy:

- Clamor: UWB Literary & Arts Journal
- Journalism CBLR Course
- Literary Research with Cultural Context
- Husky Hearld: Independent, Student Run Publication

Career Industries or Job Roles you might enjoy:

- Primary, Secondary, Post-Secondary Education
- Publishing, Copy Writing, Editing
- Human Resources
- Broadcast Journalism, Social Media
- Public Service, Non-Profits, Community Organizing
- Public Relations, Marketing, Advertising

CAREER SERVICES RESOURCES

> Appointments

- Career exploration
- Application materials and interviews
- Job & internship search strategies
- Grad school prep

> Virtual resources

- Watch: videos, webinars, presentations at your own pace
- Explore: Candid Career, What Can I Do With This Major?, WOIS, Vault

> Handshake & LinkedIn

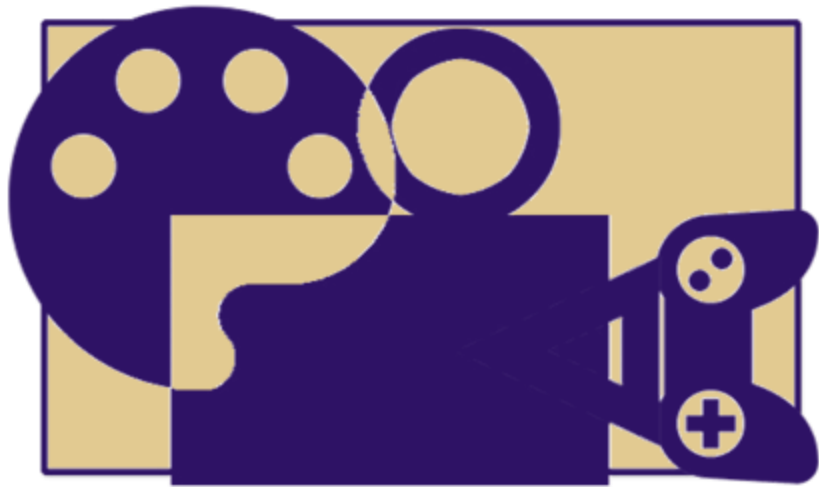
- Build your profile and connect with people in your industry
- Research what alumni and professionals in your field have done
- Search for jobs & internships



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ARTS & MEDIA

STUDENT SUCCESS TEAM

UNIVERSITY *of* WASHINGTON | BOTHELL





NORM
Wright

Ask me about...

- Choosing courses that introduce you to a wide scope of major options in Arts & Media and count towards prerequisites
- Resources available to support students



WISAM
Berry

Ask me about...

- Making plans and choosing courses for a major in Culture, Literature & the Arts
- Finding Co-Curricular opportunities for engagement and Student Leadership at UW Bothell



MONIQUE
Taylor

Ask me about...

- Making plans and choosing courses for a major in Interdisciplinary Arts or Media & Communication Studies
- Writing for the student newspaper or other audio-visual campus projects



ANNIE
Gordon

Ask me about...

- Making plans and choosing courses for a major in Interactive Media & Design
- Getting experience with web-based and other graphic design technologies



KRISTEN
Labrecque

Ask me about...

- Preparing for certification as a Secondary Education teacher in English & Language Arts



DAKOTA
Bennett

Ask me about...

- Exploring career paths according to your interests
- How to gain experience in your field through experiential learning and work opportunities

What are the **three most useful skills or talents** a student should have before entering this major?

What kind of **work-life balance** should a student in this major expect?

What is the **most underrated skill or attribute** to have as a graduate in this major?

What skills will a student **need to develop** to succeed after being admitted to the major?

What **myth about the major** would you like to bust?

What **advice** do you have for someone considering this major?

PATHWAY Q & A

STAY CONNECTED



www.uwb.edu/degrees/meta-major-pathways



<https://tinyurl.com/y54dwt4d>