COMMUNICATION, CULTURE & INFORMATION TECHNOLOGY

Contents

CCIT graduates are prepared for the fastest growing sectors globally – technology and media. Communication, Culture, Information and Technology (CCIT) focusses on the generation, diffusion and social impact of new technologies, and how media and technologies interact with commerce, culture and communication. To learn more visit UTM's Program Plans:https://www.utm.utoronto.ca/program-plans/program-plans

COMMMUNICATIONS: Overview

Individuals in communications careers create messages that aim to inform, to educate, to persuade, or entertain. New careers and specialty areas in communications have developed, as newly trained professionals are required to both operate the new technologies and make them work with older technologies.

Communications majors have a plethora of job opportunities available to them, in businesses (both for profit and non-profit) and in the community. The business sector requires communications agents to conduct market research, promote the brand image, market the brand image to increase and maintain sales, or revamp the brand image to target a new consumer audience. Organizations also require communication agents to deliver presentations to share company ideas, draft press releases, and design promotional materials. Businesses need communication agents to build, oversee and maintain websites, resolve and anticipate consumer complaints, teach new employees company policies, settle employee disputes, and recruit employees. The community needs communication agents to represent their views in larger political groups, and reach out to the homeless, the unemployed, the emotionally and physically distressed, and the socially disadvantaged through social and public service organizations. The community also needs communication agents to plan and market massive public events like the Toronto Street festival, Caribana, the Toronto WinterCity Festival, Harbourfront's World Festival, Carrassauga, Taste of the Danforth, The Beaches International Jazz Festival, and Canada Day celebrations.

Communication agents update the community on the latest local and international news events through radio, television and print. In print media, communication agents design and arrange eye-catching information and illustration layouts that make print content easy to digest. In the area of health, communication agents write grant proposals, plan and direct fundraising campaigns for medical research, prepare medical information pamphlets for distribution to patients and visitors, teach the public how to care for their illnesses and prevent them, and train doctors on how best to communicate with patients. In short, society will always need those who specialize in communication. Skills acquired through a communication degree may apply to a wide array of fields. At the same time, students must try to hone those skills with experience in the communication career branch of their interest.

New Media Overview

"The New Media industry is on fire! It's expanding, it's exploding…everyday something new is happening. It's addictive! Internet…the new drug!" - Jennifer Hollett, Manager, Sony Music Canada, New Media

"The New Media industry is the fastest growing and the fastest changing industry probably in the history of the world. Because it's an industry with no set path and no precedent, it's pretty much up to the people involved in the industry to create their own opportunities and their own innovations." - Doug Sinclair, Director of Animation, Chilly Beach

Canada is a world leader in developing digital technologies. Canadians have better access to computers and the Internet than many other people do around the world. Canadians working in new media today rank among leaders of technology. Canadians create, innovate and re-design highly sought after new media products. Canada is just the place to start a career in New Media. The new media industry employs more people than the broadcast industry. New Media employs over 8,000 people in Ontario alone. Nationally, New Media contributes $37.2 million to the Canadian economy annually.

There are New Media jobs for you in Ontario! Recent surveys done by the Ontario Ministry of Education show that nearly 87% of graduates in digital media related fields get jobs in their chosen careers within the first six months after graduation.

New Media has no concrete definition. Each person you ask will provide you a different definition. The term's flexibility allows it to keep up with a rapidly evolving field. The Cultural Careers Council of Ontario defines new media as a digital product that integrates three or more basic types of information like text, sound, photographs, images, animation or video. New Media products interact with their user. New Media people deliver and present information in new ways. Careers in new media often have a highly creative or artistic component.

Some New Media professionals receive full time work immediately, but most begin work as freelancers in short term projects. Most of the available work in New Media is contract based.   Freelancing allows you more choice and independence in the work you do, provides the potential to make more money, and presents you with the opportunity to start your own business. At times when you freelance, you may not find work and must fill the gaps in employment. The field experiences many boom-and-bust cycles. All individuals in this field need flexibility and commitment to constant learning. David Gilbert, owner of Duct Tape Omnimedia, says "the New Media industry changes 100% every year" (Human Resources Development Canada, 2002). Many New Media freelancers exist and compete with each other. This means that you must learn to sell yourself and your skills in a way that lets you stand

Source: Human Resources Development Canada's Cultural Human Resources Council. "The Interactive Zone: Careers in New Media." Careers in Culture Series. Ottawa, 2002.

WHO EMPLOYS CCIT GRADUATES?
- Advertising/ Marketing agencies
- Consulting firms
- Corporations
- Educational institutions
- Entertainment Industry
- Government

- Newspapers and Magazines
- Nonprofit associations
- Graphic Design Firms
- Health/Medical/Hospitals
- Labour Unions
- Multimedia firms
- Private Sector (e.g., Public relations)
- Self-employed/ freelance
- Start-up Companies

PROGRAM RELATED SKILLS:

- Application of theoretical knowledge in practical settings
- Attention to details
- Compare works of Media Art
- Conduct research on IT
- Create multimedia documents
- Create entertaining and persuasive messages
- Create powerful images with sight, sound, motion & words (nonverbal communication)
- Critical analysis of media
- Decision making
- Demonstrate creativity and artistic expression
- Design websites and other media forms
- Develop a portfolio
- Editing skills
- Evaluate ideas and research
- Evaluate information and sources
- Gather information and data
- Graphic prototyping
- Inter-cultural communication skills
- Interpreting cultures
- IT skills – Microsoft office: Word, Excel, PowerPoint, Dreamweaver, Flash Basic, Final Cut Pro 4, Photoshop Elements, Adobe: Illustrator, InDesign, Go-Live, iMovie, QuickTime Pro, IDVD, QuickTime VR, BBEdit
- Practical skills in using camcorder, digital camera, and tripod
- Organize information/materials
- Plan and manage Problem solving
- Production skills for photography
- Present theories/ideas/ specific viewpoints
- Synthesize information
- Work with deadlines
- Work independently
- Teamwork

POSSIBLE CAREER PATHS

Note: This is not an exhaustive list. Detailed career profiles are available in the Career Centre. Some occupations require further education and experience

Newspaper/News Services

- Columnist
- Print Journalist*
- Productions Assistant
- Reviewer (e.g. Book Reviewer)
- Editor*

Advertising and Marketing

- Advertising Account Executive*
- Advertising Copywriter*
- Account Manager
- Art Director*
- Copywriter
- Marketing Specialist*

Magazines

- Editorial Assistant
- Researcher
- Copy Editor
- Layout Coordinator
- Production Assistant
- Promotions Specialist

Public Relations/Business Communication

- Community Relations Professional
- Communications Specialist*
- Corporate Trainer*
- Fundraiser*
- Media Relations Officer
- Project Manager*

Photography

- Director of Photography*
- Freelance Photographer
- News Photographer
- Commercial Photographer

New Media and Computers

- Computer Trainer*
- Graphic Designer*
- Multimedia Developer*
- Web Developer*
- Website Designer*
- Computer Animator*
- Desktop Publisher*

Film

- Agent*
- Cinematographer
- Director*: Film, Video, Theatre
- Film Editor*
- Producer*
- Special Effects Technician*
- Animator*

Publishing

- Assistant Editor
- Copywriter
- Editorial Assistant
- Indexer
- Promotion Manager
- Proofreader
- Writer-Producer

Radio/Audio

- Announcer*
- Music Director
- News Director
- Production Manager

Communication Science

- Audiologist*
- Blogger
- Sign Language Interpreter*
- Speech-Language Pathologist*

Speech Researcher   Set Designer*

Audiovisual and Multimedia   **Other**

AV Director   Art/ Music Therapist*

Producer*   Arts Administrator*

AV Technician   Community Worker*

AV Writer   Human Resources Specialist*

Audio-Visual Technician*   Interpreter*

Sound Technician*   Lawyer*

                                                        Lobbyist*

Television and Video   Politician

Broadcasting Technician*   Technical Writer*

Film and TV Crew*   Translator*

Media Coordinator   Technical Director

Operations Manager   Researcher

Production Assistant   Teacher/Professor*

Research Director   Art Director*

Sales Manager

Scriptwriter   Recording Engineer*

* View these titles at Career Cruising, available on CLN under the Resources tab www.cln.utoronto.ca

HOW TO GET EXPERIENCE

Start early by seeking relevant summer, part-time and volunteer opportunities that will help you gain experience and develop the skills that employers want. Below is a sample of the types of temporary positions that were previously posted with the Career Centre. To access the summer, part-time, temporary and volunteer postings, log into the Career Learning Network www.clnx.utoronto.ca/home

Volunteer

- Event Coordinator, The Canada Club of Toronto
- Social Media Intern, Jolt Marketing
- Grant Writer Coordinator Volunteer, After Breast Cancer

Internships

- Youth Internship Program
- CBC/Radio-Canada
- Flare Magazine - internships include editorial, web and marketing/promotions
- Maisonneuve Magazine (Montreal) - Summer Internships Assistant Brand Manager Intern, Proctor & Gamble Public Affairs Intern, The Jeffery Group Ltd.
- Editorial Intern - Toronto Life Magazine
- Marketing Intern, Kraft Canada
- Proctor & Gamble Public Affairs Intern, The Jeffery Group Ltd.

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Part-Time Positions

- Globe and Mail 2019 Summer program
- Communication Intern, Government of Ontario
- Fashion and Lifestyle Coordinator, Story of Fashion magazine   Work Study
- Previous postings have included:
- Digital Film Editor, UTM Residence
- Communications Rep, UTM Student Affairs
- Secondary School Liaison, UTM CCIT
- Marketing Assistant, UTM Career Centre
- Design and Content Creator, ICUBE
- New Media Assistant, ICUBE
- Design Assistant position, IEC

Additional Related Student Organizations

Join a student club or an academic society at UTM to meet like-minded people, explore your interests, and make valuable connections. To view a list of current clubs and societies, visit the Centre for Student Engagement's website. https://www.utm.utoronto.ca/utm-engage/centre-student-engagement

Some organizations you may also consider are:

- ICCIT Council: https://www.facebook.com/ICCITCouncil/
- DEM Society: http://demassociation.com/x/index.html
- Women in Technology: https://www.ulife.utoronto.ca/organizations/view/id/126937
- Department of Visual Studies Student Society: https://www.utm.utoronto.ca/dvs/department-visual-studies-student-society-dvsss

Featured/Published Work

Consider volunteering your time at different mediums, print, web, etc.)

Have you thought of writing or submitting photography to the UTM Medium or the Oracle Magazine? It's a great way to have your work published and a piece to add to your future portfolio.

Have your work featured in Adbusters. Adbusters is a global network of artists, activists, writers, pranksters, students, educators and entrepreneurs who want to advance the new social activist movement of the information age. For submission guidelines, see web site: https://www.adbusters.org

Join an Association

There are many benefits of becoming a member of association(s), such as developing a network of contacts, learning about industry trends, accessing industry-related job postings, and stating your affiliation on your resume. Some associations related to this major are:

- Canadian Communication Association (CCA)   https://www.canadahelps.org/en/charities/ccf/
- Canada's Association of Information Technology Professionals (CIPS) http://www.cips.ca/
- Popular Culture Association (PCA) http://www.canpop.ca/
- Society of Graphic Designers of Canada: https://gdc.design/

Create a Portfolio

To market your skills and knowledge gained as a CCIT student, select a few research papers, web assignments or group projects to illustrate your technical (i.e., computer) and writing skills. You can make mention of the relevance of your portfolio in your cover letter and consider sharing a significant project you have worked on during an interview.

SAMPLE JOB LISTINGS FOR GRADUATING STUDENTS/RECENT GRADUATES

Below is a sample of delisted positions that were previously posted on University of Toronto's Career Learning Network (CLN). To access current listings, login to CLN and click on Jobs.

- Marketing Copywriter, Questrade
- Public Relations and Communication Manager, Textile Museum of Canada
- Grant Writer, Habitat For Humanity GTA
- Web Page Designer, Department of Sociology, UTM
- Media Analyst, The Cabinet Office
- Electronic Research Assistant, Library, UTM
- Writer/Journalist, Arosa Media
- News Editor, Ottawa Gaming
- Communications & Copywriting Support, Bell Canada
- Marketing and Events Assistant, Career Centre, UTM
- Project Coordinator, KIK Custom Products
- Script Writer, Ipsos
- Graphic Designer, First Media Group
- Advertising Manager, Planet Publications Inc.
- Program Coordinator, Living Arts Centre

NEW MEDIA CAREERS AT A GLANCE

Video Game Designer

Videogame designers create games for people's amusement, education and excitement.

A career as a videogame designer can get highly specialized. Many different components assemble to create games. Some videogame designers create the characters, levels, weapons, buildings, landscapes and textures of videogames, while others design how the players control the game and another group writes all the code. Often people get into

videogame design after completing degrees in fine art, design or computer science. Video game specific education isn't essential for video game design. Understand how computers and videogames work, and play the videogames.

 A good entry-level position is a texture artist. Texture artists create objects and textures – traffic lights, graffiti on a dilapidated building, the moon - that are inserted into the 3D environment. Another position is the level designer. The level designer must have extensive technical and artistic skills. Level designers place textures (created by the texture artists) and place them into the geometry of the game building the space in which real people will participate.

Graphic Designer/Illustrator

Graphic designers and illustrators think visually. They create the visual identity of a company, brand or a specific piece of communication. An Art/Creative Director discusses an idea of the desired look with a graphic designer who attempts to bring this look to reality. Graphic designers may develop the aesthetics for an entire brand, a company logo, images on a website, medical drawings, or video game characters. Graphic designers have mastered programs like Dreamweaver, Shockwave, Director, Macromedia Flash, Quark XPress, and Adobe Photoshop, Illustrator and InDesign. Many possess drawing tablets (like WACOM is a popular brand) that allow you to use a pen and drawing pad instead of a mouse.

New Media Developer

UTM Career Assistant Andrea Lopes wrote a great summary on this occupation in her panel package entitled "Careers In Writing and Communication", available online at http://www.utm.utoronto.ca/careers/careersbymajor.html

Creative Director

A creative director builds a vision for a product and works with artists, programmers, and other team members to realize this vision. A creative director possesses the ability to generate lots of ideas and solutions, tell a story, deliver a message and think in different media. The creative director is often a member of the initial team that develops the overall concept. The creative director will take charge and guide the overall concept, themes, and ideas. The creative director will also develop the outline or flow of the project, including initial navigation and user interaction design, and assist the producer in writing the creative guidelines for the project. Creative directors are generalists who need to understand a variety of different technical and artistic software packages.

International Adaptation Specialist takes an existing program and changes it for use in another country where text may be read from right to left, icons have different meanings, and certain colours are considered lucky or unlucky.

CAREERS IN E-COMMERCE

Many people incorrectly use business as a synonym for E-commerce. This section on business and the following section on E-commerce will distinguish the meaning of the terms.

E-commerce Overview

The definition of E-commerce often changes depending on which industry professionals or organization you consult. According to Statistics Canada, if we take the "e" out of E-commerce, our understanding of the concept hurries along. Commerce is a transaction between a buyer and seller that includes the transfer of goods or services against a specific currency. Statistics Canada defines E-commerce as "Transactions carried over computer-mediated (carried through the use of computers) channels (i.e. Internet, ATMs, Interac, telephone, fax) that comprise the transfer of ownership or the entitlement to use tangible or intangible assets (goods or services)" ("Road Map to business," 2004).

The Canadian Technology Network, under the National Research Council of Canada, defines E-commerce as the buying and selling of goods and services on the Internet, especially using the World Wide Web.

E-commerce is simply a way to do business, a subset of business. Business transactions occur in the following ways: business-to-business (B2B), business-to consumer (B2C), consumer-to-consumer (C2C) and consumer-to-business (C2B). E-commerce aims to increase a company's market penetration and market share. Business-to-Business transactions make up 75 to 90 percent of E-commerce transactions.

Sample E-Commerce Jobs Listing

- e-commerce Support Analyst
- e-commerce Project Manager
- e-commerce Process manager
- Ecommerce Sales Specialist
- Web Architect

- Business Online Analyst
- Business Consultant
- Internet Business Development
- e-commerce software developer
- Chief Technology Officer

HOW CAN THE CAREER CENTRE HELP?

The Career Centre has a wealth of information, resources and services to help you along your career path. The Career Centre website (www.utm.utoronto.ca/careers) also offers some very helpful resources to help you explore careers. Sign up for the e-newsletter to keep you updated about the latest events and resources. Sign up for resume critiques online, or cruise through the CLN for posted jobs.. Take a look at our events calendar to find out what's coming up in the next couple of weeks and sign up for workshops, employer events and more. Cruise through the careers that interest you the most by accessing Career Cruising on one of our computers. Look through Careers by Major - CCIT to view a sample of types of positions that CCIT graduates may obtain. Browse through dozens of profiles of UTM Alumni to hear more about what they have done since they have graduated. See page 8 for an Alumni Profile of one of today's panelists!

Library Resources

In the Resource Library, the Career Centre has some great books to help you plan your career. They cover everything from identifying potential career options, writing a great resume and cover letter, preparing for different types of interviews and being prepared to answer some of the tougher interview questions. Resources include:

- Career Cruising

- Great Jobs for Communication Majors

- Careers for Culture Lovers...

- Careers for Writers...

- Careers for Music Lovers...

- Careers in Culture Series

- Breaking into Film

- Creative Careers in Music

- Careers by Design

- Careers in Marketing

- Career Information Binders

To access our E- resource library at the Career Centre, go to the Career Centre website https://www.utm.utoronto.ca/careers/, then click on Career Planning. E Books downloaded for 14 days.

The National Occupational Code binders

The National Occupational Code binders in the Career Resource Library provide very detailed, specific and extensive information relating to hundreds of careers. From general overviews of the job, to working conditions, to sample job postings related to the field and related articles, the binders are sure to provide you with in-depth answers to many of your job-specific questions.

Tip Sheets

Do you like information in an easy-to-read, easy-to-digest, take-home format? Take a look at our tip sheets on subjects like Effective Interviewing, Networking, and Preparing for Graduate School.

Events

Would you like a chance to interact with prospective employers and expand your networking circle? The Career Centre offers a number of events that help you brush shoulders with professionals and experts from all fields. Attend the Get Experience Fair, Professional Schools Fair,, Summer Job Fair. Practice putting those networking skills to use and land yourself a job! Check out the events and workshops section of the Career Learning Network to find out what is happening on campus www.clnx.utoronto.ca/home

Extern Job Shadowing Program

Are you still curious about what career path is best for you? Would you like a chance to experience working in an industry to find out if it's really the path for you? The Extern Job Shadowing Program can help. This job-shadowing program grants you a one- to five- day placement in a career of your choice. Placements have included: Translator, Family Counsellor, Teacher, Editor/Writer, and Speech Language Pathologist. Go to the Career Learning Network to register for the workshop that will help you to prepare for your placement. To register go to: www.clnx.utoronto.ca and then go to Workshops and Events to see when the next workshop is happening.

Career Counselling

Are you feeling lost, unsure and overwhelmed with finding out what career path you would like to choose? Or you've decided on a career or the type of job you want, but what are the next steps? Our Career Counsellors are here to help. Book an appointment with one of our professionals who can help you determine what paths you can take after graduation or how your area of study can relate to a career post-grad.

Job Postings

Are you graduating soon or a recent graduate? Sign up for the Graduating Students Employment Service (GSES) or the Recent Graduate Employment Service (RGES). These services allow you to gain access to full-time job postings while you finish your final year of study or access full-time job postings for up to two years after you graduate.   To learn more, check out our Career Centre website.

 Please feel free to come and visit us in Room 3094, South Building. You can also reach us by phone , 905-828-5451 or email at careers@utm.utoronto.ca.

ALUMNI PROFILE

Name: Danielle Pelton

Degree: BA

Program: Art History Communication, Culture and Information Technology

Title: Online Marketing Coordinator

Industry: Business, Finance & Administration

Organization: Sony Canada

Q: Briefly describe your current position and responsibilities, including challenges/rewards. How did you go about your job search upon graduating -- what strategies were most successful and why do you think you were hired?

In my position as online marketing coordinator at Sony Canada I have been able to learn about different sides of the business. From things like facebook marketing and working with affiliates to Order management and customer service for our E-commerce site. We work on a very small team where we all get a chance to excel in our areas of interest. Currently I am learning FBML so I can become more involved with development for our facebook page.

I think the best thing I did after graduation is taking an internship a Canadian Living Online. After my internship, I found I was getting more job interviews and was able to select from a few job offers.

Employers are looking for experience and my internship give me that extra push to get a foot in the door.

Q: List the key positions you have held since graduation, and any post-graduate degrees/diplomas you earned after graduation. If applicable, list any other ways you are involved in your profession or in your community (member of a professional association, involved as a leadership volunteer, etc).

- Technical Trainee, City of Toronto Online Editorial

- Intern, Canadian Living Magazine

Q: What personal characteristics/skills are most important for success in your job/field?

A willingness to learn is very important when working online since things change quickly. Also being able to keep cool in stressful situations, which arise often.

Q: What have been the keys to your success? What advice would you give to students who wish to pursue a similar career path? If you had the chance to plan your studies and your career path again, what would you do differently (if anything)?

Never giving up on getting a job in my chosen field doing something I love. Trying to find a job was hard during the recession. I applied to so many jobs without any response. You cannot let that deter you. Eventually someone will give you a chance to prove yourself. That is when the hard work begins.

I would do an internship program while in school if I were to start again. The one I did after graduation helped me gain valuable work experience.

Additional Web Resources

- Cultural Human Resources Council - Careers in Culture

- Work In Culture: www.workinculture.ca

- Top Universities - What Can You Do With a Communications Degree

- TalentEgg - Technology Career Guide

- Jobpostings.ca - Career Guide in Computers and Technology

- Robert Half - 2017 Creative Industry Salary Guide

- Robert Half - 2017 Salary Guide for Technology Professionals

- Canada's Top 100 Employers for Young People