

# New Media Studies Career Options

Specialist  Major  Minor  Co-op  Joint

Exploring career options involves researching **occupations** and **industry sectors** that fit your **skills**, interests, personality preferences and values. An *occupation* relates to the activities of the work you perform, whereas *industry sector* classifies the organizations that employ people in such occupations.

**Example:** “Multi-Media Artist” is an occupation that involves using active learning, operations analysis, and critical thinking skills to design complex graphics and animation, using independent judgment, creativity and computer equipment. Multi Media Artists work in many industry sectors — particularly but not exclusively in the professional services sector. They might also work in the information, educational and government sectors.

## New Media Studies graduates have many skills. In particular, they can:

Create animation and other visual images	Organize materials and information
Critically analyze and solve problems	Provide disciplined focus and attention to detail
Develop and edit media projects	Think critically
Formulate and design communication media	Use a variety of computation methods
Gather information and data	Work independently and in teams



## With these skills in mind, how can I research my career options?

### Occupational Research

Canada’s **National Occupational Classification (NOC)** system categorizes over 30,000 occupational titles into 10 broad classes listed in **Table 1**. The 4-digit titles in **Table 2** are examples of occupations related to New Media Studies within these classes (NB: Some require further education).

**Table 1: NOC Occupational Titles** ([www5.hrsdc.gc.ca](http://www5.hrsdc.gc.ca))

0 Management Occupations	5 Occupations in Art, Culture, Recreation and Sport
1 Business Finance and Administration Occupations	6 Sales and Service Occupations
2 Natural and Applied Sciences and Related Occupations	7 Trades, Transport and Equipment Operators and Related Occupations
3 Health Occupations	8 Occupations Unique to Primary Industry
4 Occupations in Social Science, Education, Government Services and Religion	9 Occupations Unique to Processing, Manufacturing and Utilities

**Table 2: Sample Occupational Titles Related to New Media Studies**

0016 Publisher	2281 Internet Website Technician
0312 Technology Director	4112 Patent Lawyer
1122 Advertising Account Executive, Marketing Specialist	4121 Teacher/ Professor
1225 Media Buyer	4163 Market Researcher
2171 Interactive Media Consultant	5111 Multimedia Librarian
2172 Information Resource Analyst	5121 Interactive Media Writer, Support Materials Writer
2173 Systems Designer	5123 Journalist, News Writer/Editor, Reporter, Researcher
2174 Interactive Media Developer	5124 Public Relations Specialist, Press Secretary
2175 Webmaster	5131 Video Producer, Art Director
2252 Industrial Designer	5241 Multi-Media Artist, Game Designer, Graphic Designer

### Occupational Research Links

The two excellent occupational databases below provide you with details about job prospects, nature of work, educational requirements, working conditions, pay and related occupations:

**Career Cruising:** [www.careercruising.com](http://www.careercruising.com) (Access our subscription through your Career Centre Online account)

**ONet:** <http://online.onetcenter.org> (U.S. site)

### Industry Research

The **North American Industry Classification System (NAICS)** is a hierarchical industry structure that divides the economy into 20 broad sectors of activity listed in **Table 3**. **Table 4** provides examples of specific industry groups relevant to New Media Studies graduates.

**Table 3: NAICS Industry Sectors** ([www.statcan.gc.ca/subjects-sujets/standard-norme/naics-scian/2007/list-liste-eng.htm](http://www.statcan.gc.ca/subjects-sujets/standard-norme/naics-scian/2007/list-liste-eng.htm))

11 Agriculture, Forestry, Fishing and Hunting	53 Real Estate and Rental and Leasing
21 Mining and Oil and Gas Extraction	54 Professional, Scientific and Technical Services
22 Utilities	55 Management of Companies and Enterprises
23 Construction	56 Administrative, Support, Waste Management, Remediation
31-33 Manufacturing	61 Educational Services
41 Wholesale Trade	62 Health Care and Social Assistance
44-45 Retail Trade	71 Arts, Entertainment and Recreation
48-49 Transportation and Warehousing	72 Accommodation and Food Services
51 Information and Cultural Industries	81 Other Services (except Public Administration)
52 Finance and Insurance	91 Public Administration (= Government)

**Table 4: Sample Industry Groups Relevant to New Media Studies Graduates**

5111 Newspaper/Magazine Publishers	5419 Market Analysis or Research Services
5121 Film Libraries	6113 Universities
5151 Radio and Television Broadcasting Networks	7115 Independent Journalist/Writers/Authors
5161 Internet Broadcasting	9119 Federal — Communications Policy Planning
5415 Custom Internet Page Design Services	9129 Provincial — Public Services Commission
5416 Consulting Firms	

### Industry Research Links

To learn more about job prospects in your sectors of interest, visit:

**Industry Canada:** [www.ic.gc.ca/eic/site/company-entreprises.nsf/eng/home](http://www.ic.gc.ca/eic/site/company-entreprises.nsf/eng/home)

### Career Links Related to New Media Studies

#### Professional Associations

Ontario Media Development Corporation	<a href="http://www.omdc.on.ca">www.omdc.on.ca</a>
WDVL Webmaster Associations	<a href="http://wdvl.internet.com">http://wdvl.internet.com</a>
Canadian Communication Association	<a href="http://www.acc-cca.ca">www.acc-cca.ca</a>
The Cultural Human Resources Council	<a href="http://www.culturalhrc.ca">www.culturalhrc.ca</a>
International Association of Business Communicators	<a href="http://www.iabc.com">www.iabc.com</a>
International Game Developers Association	<a href="http://www.igda.org">www.igda.org</a>

#### Other Resources

Digg	<a href="http://digg.com">http://digg.com</a>
Internet.com	<a href="http://www.internet.com">www.internet.com</a>
Computer World	<a href="http://www.itworldcanada.com">www.itworldcanada.com</a>
E-Commerce Times	<a href="http://www.ecommercetimes.com">www.ecommercetimes.com</a>
Wired News	<a href="http://www.wired.com">www.wired.com</a>
Canadian Federation for the Humanities & Social Sciences	<a href="http://fedcan.ca">http://fedcan.ca</a>

### E-Journals Available through the University of Toronto Library ([www.library.utoronto.ca/utsc](http://www.library.utoronto.ca/utsc))

Computer Animation and Virtual Worlds	Design Studies	Multimedia Tools and Applications
Computer Graphics Forum	Digital Creativity	New Media and Society
Computer Graphics World	Graphite	Television and New Media

### Resources Available at the Academic Advising & Career Centre

Not sure how your skills, values, personality and interests fit your career options? Book an appointment with a Career Counsellor or sign-up for the *Discover Your Skills and Career Options* workshop via the Intranet. The Academic Advising & Career Centre has a very good collection of books related to career planning and job search.