



Film and new media design involves crafting visual communication materials for both public and private sector businesses using modern audiovisual tools. This field includes the conceptualization and production of content such as branded video campaigns, promotional films, motion graphics, animation, special effects, digital storytelling, and immersive media experiences. Designers in this field blend traditional design principles with advanced digital technologies—including video editing, animation and interactive media.



### Possible Career Options

- Animator
- Graphic Designer
- Marketing Employee
- Cinematographer
- Movie/Media Critic
- Production Assistant
- Film/Video Editor
- Web Designer
- Freelance Designer
- Director for Film/TV
- Promotions



### Possible Employers

- Television/Radio Stations
- Public Relations and Advertising Agencies
- Archives
- Schools, Colleges and Universities
- Film Studios
- Independent Producers
- Media Production Firms
- Web Design Firms
- Video Supply Houses
- Non-Profit Corporations
- Libraries
- Advertising Agencies (creative department)



### Skills Required

- Ability to persuade and influence people
- Ability to use communication techniques to get and give information
- Ability to work well alone or with people
- Ability to use research and investigative techniques
- Ability to use technological tools such as computers, cameras and recorders
- Ability to use sight, sound, motion and words to create exciting images
- Ability to make use of and interpret information from computers
- Knowledge of marketing, computers and web-designing
- Proficiency in written and oral communication



### Personal Attributes

- Personal Attributes
- Achievement-oriented
- Flexible
- Creative
- Analytical
- Self-confident
- Possess good interpersonal skills
- Enthusiastic
- Alert
- Good team player
- Possess good design skills
- Patient



### Ways to Get Experience

- Doing an internship
- Volunteering to do design projects for a non-profit organization or club
- Joining a professional media organization
- Working part-time in a communications or multimedia firm
- Working part-time or volunteering for an advertising agency, a printing or publishing firm, or media outlet
- Volunteering or working in a high school or university marketing, communication or arts department