In order to succeed in the film/media industry, develop strong skills in research, communication, critical thinking, teamwork, and project management as well as staying organized, learning time management strategies, and meet deadlines. Obtaining expertise with film language and terminology will help recognize messages communicated through visual mediums.

Be willing to start at the bottom doing entry level tasks before moving up to larger markets or organizations. Understand that geographic flexibility and a willingness to relocate are important in finding job opportunities as well as studying all aspects of the industry and stay up-to-date through continuing education or training. Maintain an active professional/personal social media account and be prepared to work under pressure and meet deadlines.

Work environment and schedules will vary. Be flexible, especially in the first years of working as long hours are expected and working conditions may require tight budgets and deadlines. Maintain credibility and trust within the field because film making almost always requires collaboration. Finally, follow film blogs and forums, and frequently read academic and popular film journal publications.

### AREAS OF OPPORTUNITY

- **Teaching**
- **Research**
- **Lecturing**
- **Film librarianship**
- **Curating**
- **Conservation**
- **Sport videography**
- **Advertising**
- **Creative writing**
- **Plays**
- **Screenplays**
- **Scripts**
- **Novels: fiction and nonfiction**
- **Poetry**
- **Archiving**
- **Directing**
- **Video recording**
- **Broadcasting**
- **Producing**
- **Editing**
- **Script writing**
- **Photography**
- **Lyrics/Jingle writing**

### COMMON EMPLOYERS:

- Film and video production companies
- Media companies
- Government agencies
- Audio recording studios
- Broadcasting groups
- Cable and television stations
- Communication departments
- Special effects companies
- Studio facilities
- Theatrical production companies
- Newspapers
- Magazines
- Broadcast media companies
- Television
- Radio

### PROFESSIONAL ORGANIZATIONS

- Academy of Motion Picture Arts and Sciences
- Actors’ Equity
- American Society of Cinematographers
- Association of Talent Agents
- Casting Society of America
- Director’s Guild of America
- Independent Film and Television Alliance
- National Society of Film Critics

### STRATEGIES ON ENTERING THE FIELD

1. Specialize in one or more of the following areas: experimental, documentary, and/or narrative film/video production; installation; animation; interactive technologies; new media format; and digital media production and writing.
2. Build connections with potential employers and collaborators.
3. Fulfill first-stage positions and apprenticeships.
4. Obtain postgraduate training.
5. Pursue master’s degree in fine arts.
6. Develop practical film-making skills such as how to operate a camera and edit footage.
7. Attend, volunteer, or submit work to local film festivals.
8. Volunteer to film local sporting events for your school or city sports teams.
9. Pay attention to your local surroundings for good film shooting sites and inspiration.
10. Develop leadership skills and learn how to direct and manage others.
11. Keep up with changing and developing technology to enhance production.
12. Cultivate the ability to visualize a project before its completion.
13. Familiarize yourself with computers and navigating complex technology.