Webmedia

About this area of study

The passing of information and entertaining others has been a significant component of human life since the Stone Age. The delivery and processes involved in the communication industry has expanded dramatically with increasing reliance on technology, particularly in the past twenty years. The webmedia major will benefit those students interested in a career in the fields of communication, public relations or journalism as they develop an understanding of effective communication through a variety of traditional and online tools.

As has been the case for many years, there are mass media organisations with the primary purpose of delivering information (eg. newspapers, radio and television) and competition for positions in these conventional mediums is very high. However, the employment market has opened significantly with technology fragmenting the communication channels. Graduates demonstrating creativity, sound technical abilities and high levels of motivation are particularly sought after and will find opportunities in a variety of industries: government, community, small-medium enterprises and consultancy or freelance employment.

Key skills that graduates demonstrate include

- excellent written and oral communication skills
- high level technical skills and an interest in new technologies
- creativity and the capacity to utilise this intellectually
- the ability to stay calm under pressure and work to tight deadlines
- an aptitude for research, analysis and problem-solving
- an innate talent for identifying market segment interests and strategically applying these concepts to communications
- the capacity to lead others and the ability to work in a multi-disciplinary team

Courses offered by Deakin University include

- Bachelor of Arts (Webmedia major)

Labour market information

Grads online has information regarding graduate salaries and where graduates go after completing their course www.gradsonline.com.au

Job Outlook has information about the labour market outlook http://joboutlook.gov.au

Related occupations

- Public relations consultant
- Marketing, publicity or in-house copywriting

- Communication advisor
- Policy or research assistant

An industry career profile, salary and other employment information can be obtained from the My Future website www.myfuture.edu.au

Descriptions of occupations can be found at The Job Guide www.jobguide.thegoodguides.com.au

Employers

Victorian Government www.graduates.vic.gov.au

Transurban Group www.transurban.com.au

Tourism Victoria www.tourism.vic.gov.au

Professional Public Relations www.ppr.com.au

National Australia Bank www.nab.com.au

The Cancer Council Victoria www.cancervic.org.au

Qantas www.qantas.com.au

Origin Energy www.originenergy.com.au

Fairfax www.fairfax.com.au

The Westfield Group www.westfield.com

For employment opportunities visit the following sites

Deakin University Jobshop www.deakin.edu.au/jobshop

Arts Hub www.artshub.com.au

V-Raw www.itallstartswithv.com.au/vraw

Graduate Opportunities www.graduateopportunities.com

Uni Grad www.unigrad.com.au

Seek www.seek.com.au

My Career www.mycareer.com.au

Career One www.careerone.com.au

Professional associations

Public Relations Institute of Australia www.pria.com.au

Local Government Public Relations Association www.lgpra.com.au

The Centre for Corporate Public Affairs www.accpa.com.au

International Public Relations Association www.ipra.org

Media, Entertainment and Arts Alliance www.alliance.org.au

Australian Graphic Design Association www.agda.com.au

Design Institute of Australia www.visualarts.net.au