



WHERE ARE THEY NOW? 2020 GRADUATES ONE YEAR ON...



Since first graduating Coventry University, I have been on a very knowledgeable journey having just finished a year of various short internships. After graduating I wasn't sure what sector of the media industry I wanted to follow as I was interested in digital marketing, graphic design and photography. So, to narrow down, experience and develop my portfolio and skills into one sector I went onto get as much experience in these fields as I could, taking on both internships and free experience. Whilst doing this I was also freelancing to see if this was a viable option to take on as well, this meant that I had both an insight into what it was like working in the industry and freelancing. I wanted to go into these areas of media because these are where my skills and strengths lie, in a more creative design environment than a traditional film one. As my skills include good knowledge of cameras and lighting for photography and key knowledge and command of various adobe software which is essential for these areas of media. As well as my strengths such as, willingness to experiment and think outside the box for more creative design ideas, work individually or in a team and work to a deadline helping me to where I am a year later. I believe that these same skills and strengths with development will help me achieve my ambitions to work for bigger media companies such as Vice, Think House and Channel Four. Hopefully, after achieving and gaining experience from more established companies, another ambition of mine is to continue to develop to establish and develop my own media brand. However, in order to get there, I still need to learn, having done a year now working at small internships I now want to move on to work for a bigger company, since already having done work experience with the company ITG I am currently applying for a creative design job role there. If this isn't an option, I can explore different companies for job opportunities through LinkedIn. Another option for job opportunities and networking would also be BFI event day as well as, Bounce Cinema screening events, where young creatives get together to watch the latest films and network through this. This would challenge me to become more confident and potentially find another route for me to get a head start on a creative project. Going into these areas I was first cautious as the mainstream media film industry is highly saturated and competitive. But after researching about the digital media industry I found that job opportunities are copious within digital marketing and social media management, as the media industry heads in a newer direction as technology and trends move forward. Throughout the process I have stayed motivated by constantly trying to continue to create and develop my skills, by taking on any opportunities to be involved in creative projects. I wanted to do this so that I can become a better media practitioner. As well I overcame any setbacks and obstacles I faced with determination to do better, by critically analysing any gaps or flaws within my cv and experience. Tackling these areas by seeking advice from professionals or by going out to get the experience I needed. Overall, the experience has taught me that I still need to learn and continue to develop my skills and attributes so that I am able to achieve my ambitions and the direction I want to go into in the future.