

MEDIA STUDIES

PROFESSIONAL DEVELOPMENT

**THE
NEW
SCHOOL**

00.00.2015

PORTFOLIO PLATFORMS

- Learning Portfolio
- Behance
- Wix
- Carbonmade
- Coroflot
- Wordpress
- Tumblr
- Squarespace

PORTFOLIOS TIPS

- **Make an immediate impact**
- **Explain what people are looking at**
- **Be clear**
- **Tell who you are**
- **Show your process**
- **Your portfolio can be more than visual work**
- **It's not permanent**

PORTFOLIOS MISTAKES

- Lack of descriptions for work
- No visual consistency between pages and other documents
- Too much stuff
- Broken links
- Poor use of language
- Not easy to use
- Not clear
- Poor image/video quality
- Doesn't use the language of your intended audience

SOCIAL MEDIA

- **LinkedIn**
- **Tumblr**
- **Instagram**

- **Does not have to be included on your resume or website unless it relates to your work (no personal stuff)**

HACKING THE CURRICULUM

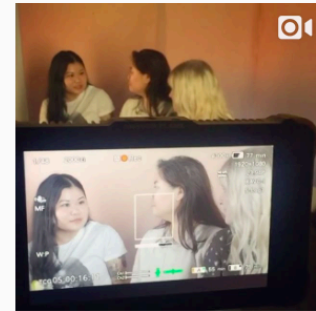
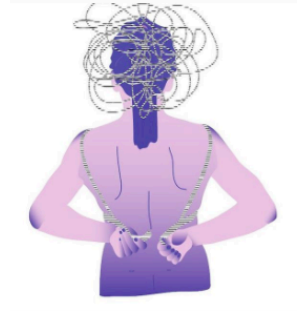
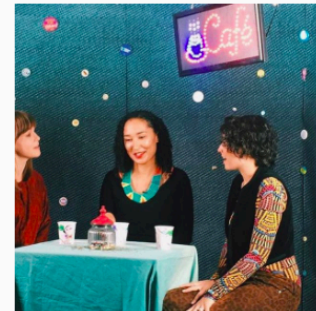
- Using your coursework to build your portfolio
- Student should see their coursework in Media Studies as a way to build a portfolio of content and skills
- Meet with faculty early to discuss your goals for the class. Discuss ways to shift their assignments and coursework to build your portfolio.

USE MULTIPLE COURSES TO BUILD CONTENT

(JUST PRESS PLAY.)



NOT JUST A WEB SERIES.
IT'S A CONVERSATION.



Producing Episodes – **Content Creation**
Projects: Digital Editing – **Editing and Polish**
Innovation in Digital Marketing – **Brand Development**
Social Media Metrics – **Increase Market Reach**
Independent Production – **Continued Content Creation**

USE MULTIPLE COURSES TO BUILD CONTENT



SAGE

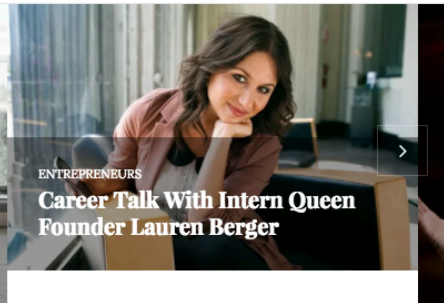
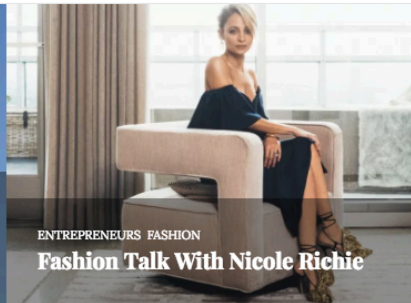
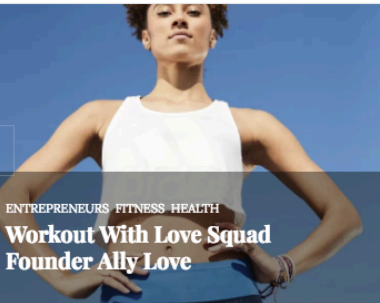
SAGE is an app prototype aiming to engage users in a community that educates and supports sustainability through promoting local: urban farming, farmers markets, farm-to-table dining, grocers, events, and volunteer opportunities located in New York City's five boroughs.

The app will provide navigation services for users looking to access any of these nearby locations. The mission is to live simply and sustainably, while discussing why supporting local is important for the preservation of our health, environment, ecosystem, and economy. A lot of research went into the selection of navigation filters and page features that best serve a user-friendly, helpful experience.

[1] *The process.* [2] *The pitch.*



Design Process – Idea and Concept
Media Practices: Design Principles – Graphic Design Content



TECH - MARCH 28, 2017

Python Party-Learning A New Programming Language

Happy Tech Talk Tuesday! Guys, it's that time again. After clinging on to programming languages I...



NERDY GIRL, TECH - MARCH 21, 2017

Tech Talk With #BUILTBYGIRLS Danielle Letayf

Happy Tech Talk Tuesday! As much as I love babbling about women in the tech space, I'm the biggest advocat...



ENTREPRENEURS, FASHION - MARCH 16, 2017

ABOUT THE EDITOR



Hi. I'm Mame' Damey. Pronounced Mah-May Dah-May. The New School grad student, Web Developer, soon to be App Developer, Stylist, and free spirit connecting my dots through NYC.

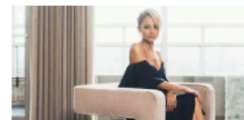
FOLLOW ME ON INSTAGRAM



FOLLOW ME ON BLOGLOVIN'

+ BLOGLOVIN'

CATEGORY



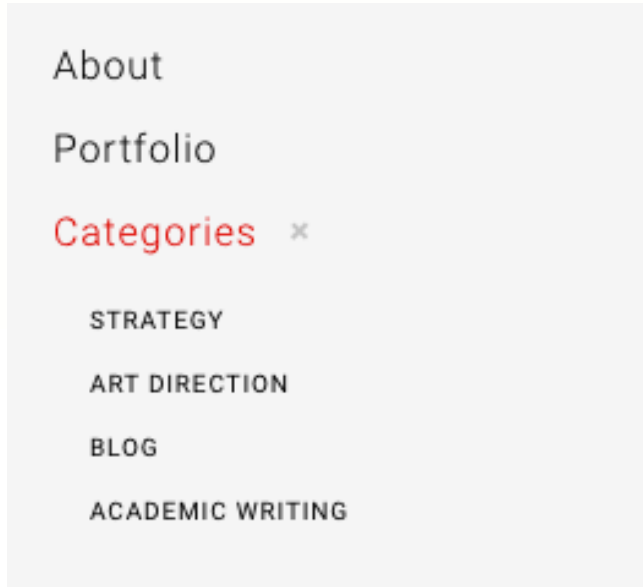
Biz. Strategies for Social Media-Content and Idea development

Entrepreneurship and Media-Turning blog into business

Media Practices: Web Design - web Development

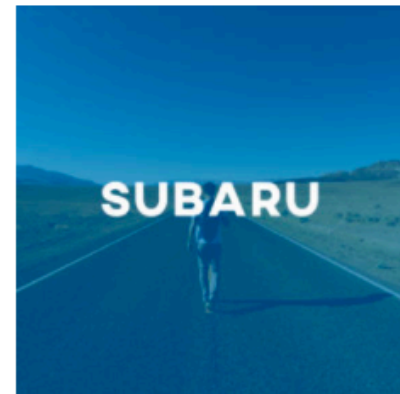
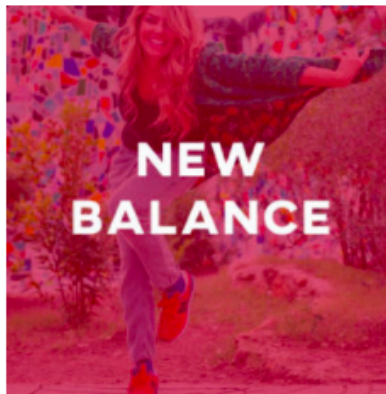
Projects in Interactive Design - Further Project Refinement and Content development

EXAMPLES OF PORTFOLIOS



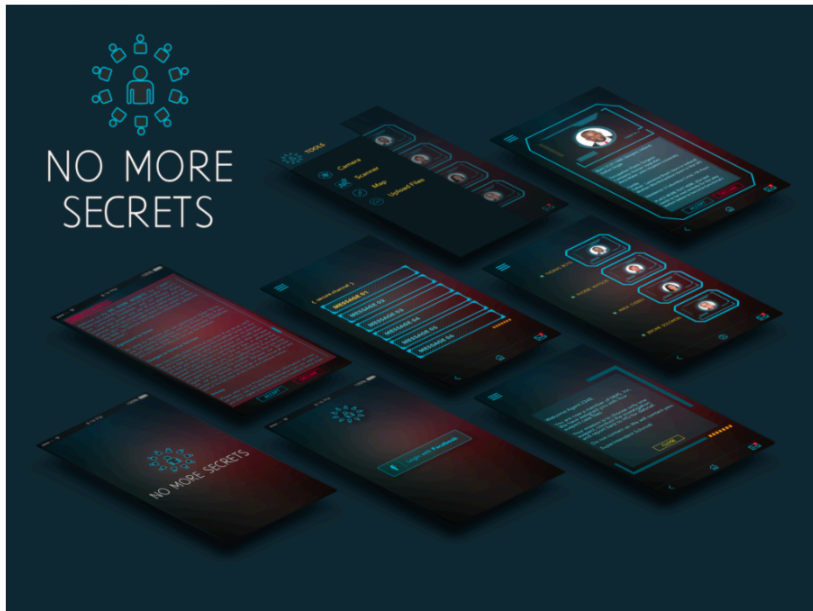
Keep it simple

- Organize your portfolio
- Create categories
- Highlight exceptional work



EXAMPLES

APP DESIGN

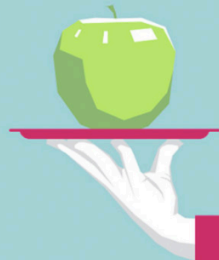
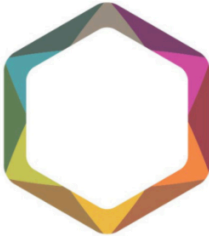


Include Course projects in your portfolio and add context

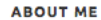
CHALLENGE: Create an interactive story about misuse of data by using technology and situational design to create an immersive experience that provokes, educates and empowers people to take ownership of their data.

SOLUTION: A game in which the players have to give up pieces of their personal lives in order to play it. It unfolds both online and in the real world, tracking the player, the information the player provides and the choices the player makes. At the end of the game, the player is handed a physical file folder that contains all the information gathered on the player throughout the game in addition to what might be concluded from it.

WHY A GAME?: Because games can help people develop more complex narratives, and more awareness of systemic factors, whether of surveillance or of climate change. This game is designed to get you to think about the surveillance system in relation to your data body without pushing you toward one solution or another. It presupposes that the player is a learning subject who will then go and investigate different solutions related to surveillance and privacy his or her data body. Email me for further details.



Evaluate Courses at The New School



PUBLICATIONS

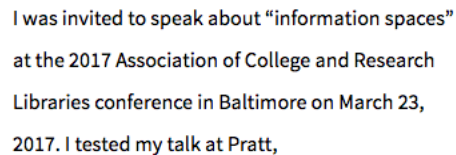
TEACHING

PRESENTATIONS

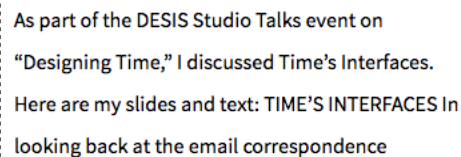
PROJECTS

BLOG

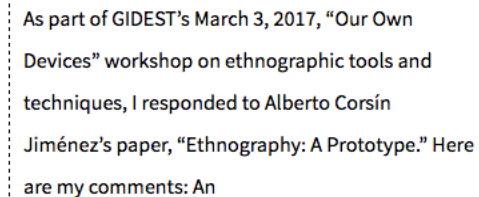
LINKS



CONTINUE READING



CONTINUE READING



CONTINUE READING

BEFORE THE SEARCH

- **Meet with your career advisor
(212.229.5400 x1518)**
- **Make sure your resume and portfolio are
updated**
- **Do research on what types of companies or
positions you are interested in**
- **Network**
- **Practice interviewing skills**

THE SEARCH

- The Village
- SMSCommons.newschool.edu
- Check your favorite brands/companies' sites for job listings
- Use LinkedIn
- Network

MEDIA CAREER FAIR

Thursday, April 27th

1-4pm

Tishman Auditorium (63 Fifth Ave)

STUDENT SUPPORT

Who Helps at What Part

CAREER ADVISOR	ACADEMIC ADVISOR	EXPERIENCE
<ul style="list-style-type: none">▪ Searching & applying for internships▪ Resume/cover letter/mock interview/portfolio help	<ul style="list-style-type: none">▪ The number of credits a student can earn from internships▪ The number of hours you can work each week at an internship▪ Whether the internship is relevant to your program of study	<ul style="list-style-type: none">▪ The ELA process▪ Issues at your internship▪ International student questions▪ Employer support

EXPERIENCE LEARNING AGREEMENT

(ELA)

**School of Media Studies
students use the ELA on
The Village to document
internships.**

You need to have completed 15-18 credits (depends on degree progress) to be eligible to register an internship for credit.

PRODUCTION / RESEARCH

What is the difference?

- You will need to indicate on your ELA whether your internship is a production or research internship
- Production internships deal directly with creative aspects of the field
- If you're not sure, your academic advisor can help you determine which is appropriate

CREDIT AMOUNT

- **Students can earn up to 3 credits per internship.**
- **Dep't recommendation is 60 hours/credit. Dep't approval required for exceptions.**
- **Students can earn a maximum of 3 research internship credits and 3 production credits. (There is no restriction on the number of 0-credit research or production internships a student can do.)**

DEADLINES

SEMESTER	DEADLINE
SUMMER 17	Monday, June 5 th
FALL 17	Sunday, September 10 th
SPRING 17	Sunday, February 4 th

INTERNATIONAL STUDENTS

- **International students in School of Media Studies must submit an ELA to have their CPT processed**
- **A student that isn't eligible for CPT yet can't receive compensation for an internship or register the internship for academic credit. They must meet with an ISSS advisor before undertaking an unpaid internship.**
- **Working more than 20 hours per week is considered full-time for visa purposes.**

ADDITIONAL INFO

- <http://www.newschool.edu/public-engagement/school-of-media-studies-internships-independent-study/>
- experience@newschool.edu
- Schedule an appointment with Experience through Starfish

CAREER TRAJECTORY

CAREERS

Media Studies self-reported data (2004-2015)

**Media
Thinkers**

- 73% are in full-time careers in a media related fields
- 11% are in Freelance media employment
- 7% are in full or freelance employment in unrelated fields
- 5% are professors or lecturers at Universities
- 2% are students in PhD or post-master's programs
- Less than 1% are in interning or unpaid work

**Media
Makers**

digital bureau



THE HUFFINGTON POST

StoryKeep



**Media
Managers**



BERTELSMANN





THE NEW SCHOOL

MEDIA STUDIES **STUDENT** **ALUMNI** **MIXER**

Thursday
APRIL 27, 2017

6:00 pm - 9:00 pm

Media Studies Office
79 Fifth Avenue
16th Floor

RSPV