



Exploratory Tracks, Affiliated Majors, and Possible Careers



Communication, Media & the Arts

Overview: People who choose this track are interested in both written and verbal communication to express themselves, relate information, and/or entertain others. If you are a keen follower of the news—whether online or through traditional media—this track might be a good match for you. If you consider yourself a creative person who expresses yourself through the arts (writing, dance, music, theater, visual arts), then one of these majors might be one you eventually pursue.

Possible Characteristics: *(It's likely that not all of these characteristics will apply to you, but if a majority describe your skills and interests, this track may be a good match for you.)*

Excellent written, verbal, and/or nonverbal communication skills

Ability to interpret and simplify complex emotional, organizational, or informational concepts

Ability and desire to express thoughts, feelings, and knowledge to a variety of audiences

Natural openness and curiosity to learn from others and form meaningful transactional relationships

High level of self-awareness, critical thought, and ability to see and empathize with all sides of an issue

High degree of curiosity about the motivations of others and skepticism about the status quo (in interpersonal relationships as well as organizational settings)

Great natural storytelling skills, whether fictional, journalistic (nonfictional), or interpretive/speculative/improvisational

Able to critically analyze situations, challenge points of view, and ask difficult questions for further information and clarification

Majors at UW	Corresponding Careers
Agricultural Communication	<p>An Agricultural Communication degree paired with a Journalism minor provides many career possibilities in media and business.</p> <p><i>Here are a few examples: agriculture news/magazine/web reporter/editor, radio/TV/digital news writer/broadcaster, photojournalist, press secretary, public relations executive, technical writer</i></p>
Art	<p>fine artist, illustrator, graphic designer, photographer, animator/digital artist, arts program administrator, sculptor, installation designer, multimedia digital graphic designer for advertising/broadcast/film, display designer (for retail, municipal, and corporate settings), potter, printmaker, museum exhibit designer, gallery manager, art director (advertising/media companies), video editor, game designer</p>
Art History	<p>archivist, curator, museum technician, educator, museum administrator/staff/event planner, editor/writer/designer for art-based publications and digital media, grant manager for nonprofits/higher education/museums, historian for public/private collections, gallery manager, public relations for art/fashion industry, historical interpreter for historic sites</p>
Communication	<p>A degree in Communication is often combined with a minor or concentration to move toward a variety of careers in the media.</p> <p><i>Here are a few examples: TV and film producer, camera operator, news reporter/anchor/producer, journalist, digital media editor/writer, production assistant, radio producer/personality, podcast producer/personality, master control operator</i></p>
English	<p>An English major is often a gateway subject complementing other fields of study that may result in a wide variety of careers</p> <p><i>Here are a few examples: elementary/secondary/post-secondary educator, writer, digital media writer/editor, print editorial assistant/writer/editor, journalist, web content</i></p>

	creator/manager, academic librarian, marketing strategist, public relations specialist
World Languages: French, German, Spanish	<p>A degree in a world language can complement other major fields of study and may lead to a variety of careers in the communication, media, and the arts.</p> <p><i>Following are some careers that blend world language study with other fields:</i> instructor; language tutor; translator/interpreter; language analyst, linguist, foreign national service (State department, for example); diplomat; immigration/naturalization service provider; language-specific customer service representative; travel/tourism management; language-specific service provider for nonprofits</p>
Journalism	print/broadcast/digital media reporter, producer, editor, or photo/video journalist; on-air news talent; advertising copywriter; marketing researcher; public relations specialist; corporate communications director. Documentary filmmaker
Marketing	sales or promotional representative (industrial, wholesale, financial, advertising, e-commerce), manufacturer representative, customer service, product/brand/strategy manager, data analyst, survey designer/researcher, project manager, personnel management, purchaser, operations specialist, supply manager, social media specialist, human resources manager, recruiter, entertainment/sports agent, publicist, event planner, promoter, sports marketing specialist, insurance sales representative, real estate broker
Music	composer (art music, movies/TV/video games, commercials, digital apps), music arranger, recording technician, music therapist, ethno-musicologist, arts administrator, arts manager, contract lawyer for performers and ensembles, conductor, radio station programmer, community/arts advocate
Music Education	secondary/elementary/primary music teacher, private instructor, college/conservatory/university educator, choir/ensemble director/conductor, music education supervisor, program administrator
Music Performance	professional orchestral/choral musician, jazz musician, church musician, performer in a variety

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	of genres (country, bluegrass, contemporary), performer of opera/musical theater
Theater and Dance	performer/actor, program administrator, choreographer, dance/movement therapist, director, producer, performance hall administrator/staff, stage manager, costume designer, lighting designer, audio engineer, screenwriter, playwright, filmmaker, production designer for film/TV/commercials/theme parks, professional dancer, support and professional services consultant, graphic artist for video production company, electrics department manager for touring production company, certified Pilates trainer, senior executive for global entertainment brand, theatre company managing director, feature film art director and production designer, producing artistic director, executive and development assistant for TV and film production company, professor/director of theatre, lighting designer/programmer, freelance theatrical carpenter, commercial actor, associate director of development operations, marketing and development associate, resident playwright
Secondary Education: Art Education	art teacher (K-12), secondary art teacher
Secondary Education: English Education	English teacher, literature teacher