

In-Demand Skills

Skills Recommended for Media Arts Students

Production and Post-Production Skills

Students can develop these skills through editing projects, independent productions, and collaborative coursework:

- ✓ Nonlinear editing using Avid Media Composer
- ✓ Audio post-production using Pro Tools (dialogue editing, sound design, mixing)
- ✓ Camera operation, framing, and visual composition
- ✓ Media asset organization and practical editing workflows

Studio and Live Production Skills

These skills are developed through participation in studio environments and live production settings:

- ✓ Multi-camera studio production, including control room roles
- ✓ Technical directing and switching workflows
- ✓ Operation of production equipment in real-time environments
- ✓ Live and hybrid production workflows (studio, field, and event-based)

Systems and Workflow Literacy (Applied Focus)

Students should develop a practical understanding of the technologies and workflows they will encounter in the field:

- ✓ Basic understanding of video signal flow (SDI and introductory IP-based systems)
- ✓ Awareness of IP-based production environments and where they are used
- ✓ Understanding of hybrid production systems (combining traditional and IP workflows)
- ✓ Ability to recognize and follow real-world production workflows from acquisition → post-production → distribution
- ✓ Focus on operational competency—how to use production tools and systems effectively in a working environment

Professional Engagement and Industry Awareness

Students are encouraged to engage with professional communities and stay informed about industry practices:

- ✓ Participation in professional organizations such as SMPTE, SBE, and AVIXA
- ✓ Attendance at industry events, section meetings, and networking opportunities
- ✓ Exposure to current technologies, standards, and production practices

Professional Communication and Digital Presence

Students should actively develop a professional identity and network:

- ✓ Create and maintain a LinkedIn profile, and actively engage by posting, commenting, and building a professional network
- ✓ Share completed projects and reflect on production work to increase visibility
- ✓ Develop professional communication skills through media writing, collaboration, and presentation

Creative and Collaborative Skills

These skills are developed through ongoing project work and team-based production:

- ✓ Storytelling and script development for electronic media
- ✓ Digital content creation for multiple platforms (including social and vertical formats)
- ✓ Collaborative production workflows and team-based problem-solving
- ✓ Portfolio development across video, audio, and written work