

What can I do with a degree in Cinema Studies?

Cinema Studies.



Career planning: what do I need to know?

Knowledge of yourself is important for career decision making. Start by looking at your personal goals, abilities, values and interests to explore study and career options that are relevant to you. Some of these may change over time, so it is important to self-reflect and evaluate your career on an ongoing basis.

What do employers look for?

Many employers look for generic skills such as communication, customer-focus, bicultural competence, cultural awareness and teamwork. With technology and globalisation changing the nature of society, skills such as resilience, problem solving and adaptability are valuable at work as well as in life.

How can I develop these skills?

- Some skills are developed through your degree

- Extra-curricular activities can help, for example getting involved in clubs, mentoring, cultural groups, part-time work or volunteering
- Be open to professional and personal development opportunities. Whether it is undertaking an internship, overseas exchange, skills seminar, or joining an industry group — these activities will enhance your employability.

What else should I know?

The career options in this brochure are examples only and the list is not exhaustive. Some careers may require further study beyond a first degree or additional work experience. Some pathways and degrees have a recommended school background.

Find more subject details at
www.canterbury.ac.nz/subjects/cine

If this brochure does not answer your questions, talking to an expert such as a career consultant can help you to identify the next steps in your career decision making journey.

www.canterbury.ac.nz/careers

What is Cinema Studies?

The cultural impact and influence of cinema has been enormous. Film pervades many aspects of our daily lives and a critical awareness of its tools and techniques is essential for understanding contemporary culture and society.

From its inception, cinema has been a truly global phenomenon. It was the most popular art form of the twentieth century and continues to play an important role in the development of digital media.

Cinema Studies classes encourage students to view films critically and to reflect upon their own role as spectators and consumers of cinematic images.

Students with a love for film will enjoy the subject but there is something for everyone and plenty of surprises along the way!



AT A GLANCE

300+ feature films have been made in Aotearoa New Zealand since the New Zealand Film Commission was established*

17 countries that Aotearoa New Zealand has co-production film/tv treaties or agreements with[^]

40% of qualifying production expenditure is the cash rebate offered by the New Zealand Screen Production Grant[^]

What skills have UC graduates gained?

Through their Cinema Studies degree, graduates develop a set of transferable skills such as:

- Audio-visual understanding
- Creativity and innovation
- Understanding of social and cultural influences
- Thinking critically and creatively, and challenging ideas
- Logical and quantitative thinking
- Problem solving skills
- Interpretive and analytical thinking
- Oral and written communication
- Research and computing skills.

Opportunities to apply your learning outside the classroom are available for example, undertaking an internship can deepen your skillset, awareness of others, working knowledge, and employability.

Where have UC graduates been employed?

A Cinema Studies graduate is ideally suited for work in the creative and cultural sector, especially in the vital and growing areas of film and multimedia.

The film industry

The film industry encompasses

- production
- screenwriting
- exhibition
- promotion
- preservation
- programming
- education.

Industries that value cinema knowledge and skills

A critical knowledge of film culture is helpful for a range of sectors including:

- Arts management
- Event management
- Museums and art galleries
- Archives and libraries
- Cultural planning and policymaking
- Innovation.

The visual and critical literacy skills acquired by a Cinema Studies graduate are valued in:

- Television
- Interactive media (web design and video)
- Advertising
- Journalism
- Teaching — Film is a part of high school education and specialised teachers are required.

* www.mch.govt.nz

[^] www.nzfilm.co.nz/international-productions

What jobs and activities do graduates do?

Graduates with this degree are employed in a range of jobs — see some examples below.

Note: Some of the jobs listed may require postgraduate study. See the 'Further study' section.

Film publicist

- Builds audience and media awareness of films
- Coordinates interviews with actors, promotional events and film screenings
- Distributes film information through print, digital, broadcast and social media

Film curator

- Chooses film and media for display at museums, galleries or festivals
- Manages media collections
- Collates and presents information for audiences

Screenwriter

- Develops realistic characters
- Creates storylines that appeal to a set audience
- Markets the storyline or script to producers

Arts administrator / manager

- Manages budgets, logistics, schedules for events, venues, performers, managers
- Contributes to marketing materials and media
- Develops new projects and initiatives

Secondary school teacher, primary school teacher

- Plans and delivers instructional lessons
- Evaluates performance and provides feedback
- Sets and marks assignments and tests

Event manager

- Develops concepts for events or exhibitions
- Creates and maintains an event budget
- Promotes and implements an event

Content specialist, digital editor, reviewer, blogger

- Reviews visual and audio media eg, films
- Analyses, critiques, writes articles, blogs on cinematic experiences
- Increases web traffic and digital engagement amongst those who share similar interests
- Edits social media websites

Researcher, production assistant

- Prepares pitches and concepts for visual and audio media eg, tv, documentaries, videos
- Organises interviews and liaises with funders
- Gathers and researches material

Editorial assistant

- Proofreads material and coordinates changes
- Adds elements in production eg, graphics
- Answers publication queries

Entrepreneur & self-employment

Entrepreneurship and innovation are an increasing part of the working landscape. Through generating a business idea, or getting involved in a start-up/business venture, you have the potential to create a work opportunity that aligns with your knowledge, skills, values and risk profile. To get started on how to establish, run and grow a new business, go to Te Pokapū Rakahinonga, Centre for Entrepreneurship at the University of Canterbury www.canterbury.ac.nz/uce

What professional organisations can I engage with?

Connecting with professional bodies and organisations can help you to establish professional networks and learn more about different career options in your area of interest. Gaining valuable insight into a profession can assist in making informed career decisions.

- Screen Production and Development Association of New Zealand
www.spada.co.nz
- Puni Taatuhī o Aotearoa New Zealand Writers Guild
www.nzwg.org.nz
- Screen Industry Guild Aotearoa New Zealand
www.screenguild.co.nz
- Ngā kaiwherawhera kiriata Directors and Editors Guild of New Zealand
www.degnz.co.nz
- Canterbury Film Society
www.canterburyfilmsociety.org.nz

Having a professional presence on social media networks such as www.linkedin.com and Facebook can help you to keep up to date with important industry developments and trends, networking opportunities, events and job vacancies. Following relevant professional bodies, organisations, companies and thought leaders is a great way to gain a deeper awareness of the industries that interest you. Social media presents an opportunity to build and enhance networks as well as to display your involvement in projects and any academic successes.

Why do further study and what are my options?

Postgraduate study can facilitate career benefits such as specialist skills, entry into a specific occupation, and advanced research capability. It is important to determine which, if any, further study will help you in your future career.

Cinema Studies graduates can progress to a postgraduate certificate or diploma in the subject. You can also conduct Cinema Studies research at honours, master's or PhD level.

UC offers a number of conversion qualifications for Arts graduates eg, in Teaching and Learning, Journalism, Policy and Governance, Social Work, Strategic Communications, and Business Management. For listings visit www.canterbury.ac.nz/courses



Useful links

- Te Rōpū Rapuara UC Careers
www.canterbury.ac.nz/careers
- Careers New Zealand
www.careers.govt.nz
- The Big Idea
www.thebigidea.nz/work
- Creative NZ
www.creativenz.govt.nz

Kairi



Foundation Studies Certificate
Bachelor of Arts majoring in Media and
Communication with a minor in
Cinema Studies

What motivated you to study the Arts?

When I first came to New Zealand I was going to study commerce. However, I realised that although I enjoyed it, this was not what I wanted to study. When I told the director of one of my Foundation courses about my dream, he kindly searched for information on different options and discussed my future. In the end, I decided to swap a commerce course for an arts one.

I chose the subjects that I am interested in the most. There are a variety of courses and lectures at UC so I believe that motivated me in many ways.

What did you learn about in Cinema Studies?

In Cinema Studies, we appreciated movies from different genres, and studied the theories and philosophies. For assessments, we critically analysed movies and wrote essays on it.

What are your career goals?

I would like to work in the movie industry. I am very interested in movie distribution and advertisement.

Have you received any interesting opportunities during your studies?

I experienced different aspects of my interested field as I took two internships. My first internship was at the New Zealand International Film Festival where I helped with marketing by sending advertising emails to target groups and being an usher during the festival screening. The second internship was at Film Cooperative where I was a production assistant for the crew of local filmmakers in Christchurch.

Do you have any advice for others?

I did internships at UC because I believe that the experience can be an advantage for my future and I can also earn points for the degree. It would be much harder to get good internships without the support of the coordinators at university. So, I suggest many people to take internship courses.

Read more online

Read more stories about our students' university experiences online. UC alumni make a difference in varied ways around the globe. To find out where graduates are now visit www.canterbury.ac.nz/getstarted/whyuc/student-profiles

The information in this brochure was correct at the time of print but is subject to change.

More information

UC students seeking study advice.

Te Kura Kete Aronui | School of Humanities and Creative Arts

Our courses reflect the global scope of film history. All students with a love for the movies will find Cinema Studies an interesting academic subject. You don't have to be enrolled in a BA to take a Cinema Studies class. Cinema Studies classes will introduce you to a rich diversity of film styles, movements and directors. You will also learn about important developments in film language, history and theory.

T: +64 3 369 3377

E: artsdegreeadvice@canterbury.ac.nz

www.canterbury.ac.nz/arts/cinema

Anyone seeking careers advice.

Te Rōpū Rapuara | UC Careers

UC offers intending and current students and recent graduates a wide range of services, including individual career guidance, seminars, career resources and student and graduate employment opportunities.

T: +64 3 369 0303

E: careers@canterbury.ac.nz

www.canterbury.ac.nz/careers

Prospective students seeking study advice.

Te Rōpū Takawaenga | Student Liaison

The liaison team provide advice to future students who are starting their degree for the first time. They can assist with information on degrees, scholarships, accommodation, and other aspects of university life. We have offices in Christchurch, Auckland and Wellington.

Ōtautahi | Christchurch

T: 0800 VARSITY (0800 827 748)

E: liaison@canterbury.ac.nz

Tāmaki Makaurau | Auckland

T: 0800 UCAUCK

E: auckland@canterbury.ac.nz

Te Whanganui-a-Tara | Wellington

T: 0800 VARSITY (0800 827 748)

E: wellington@canterbury.ac.nz

www.canterbury.ac.nz/liaison

