



Applied Communication Program

Program Information

Camosun College's Applied Communication program, with mandatory internship, prepares students for employment with radio and television stations, video production firms, newspapers, web design and desktop publishing firms, internet and other high tech companies, print shops and photography labs, advertising agencies, educational institutions and various government departments. The program combines theory with practical assignments in audio, print and video production, writing, graphics, photography, and web design. The emphasis is on providing students with a wide range of media skills. Applied Communication students have the knowledge and skills to work as:

- Web Designers: creating, revising and maintaining websites with original photography, artwork, video and audio
- Graphic Designers: writing and designing brochures, newsletters, ads, displays and other promotional materials
- Promotions and Marketing Assistants: promoting radio and television stations, promotional strategies for businesses and non-profits, and coordinating special events
- Researchers: conducting traditional and web-related research, analyzing results and writing reports
- Journalists: radio, television, print and web newswriting and reporting
- Radio Producers and Announcers: broadcasting shows, producing station ID's, ads, promos, and pod casting
- Videographers: producing television shows, training and promotional videos
- Writers, Editors and Media Officers: writing newsletters, articles, press releases, briefing notes, and annual reports, and conducting media analyses for government and business
- Audiovisual Assistants: creating educational videos, posters, and presentation materials, and organizing technical AV needs for conferences and workshops

What is Internship?

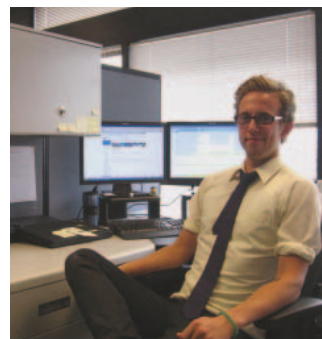
The internship process enables students to complement their classroom studies with periods of related work experience.

Students alternate between academic studies and paid employment with co-operating employers in business, industry and government.

Students are eager to work hard, learn and contribute their knowledge and skills to the success of your organization. They require an orientation to the position, regular supervision, and some guided performance feedback at the mid and end points of the work term. A co-op field instructor will meet with you and the student during the work term.

How will my Organization Benefit?

- Prescreened job applicants
- Motivated employees
- A tool to recruit future employees
- Cost effective hiring
- Temporary staff
- Special skills
- Flexible staffing for special projects
- Responsive to employers' needs



Education that works!

Get involved!

Applied Communication Program

Student Availability

Students are available for four month work terms beginning in May. There is some flexibility around start dates and length of the work term. Most students will follow the pattern below:

Education that works!

Sep-Dec	Jan-Apr	May-Aug
Academic Term 1	Academic Term 2	Work Term 1
Academic Term 3	Academic Term 4	Work Term 2 (Optional)

Contact the Co-op Staff

PHONE 250-370-3425
A member of the co-op staff will assist you to determine your needs, answer any questions you may have, and work with you to develop a job description for posting.

We Post, then you Interview

Your job description will be posted for all qualified co-op students in the appropriate program(s). At the end of the posting period, (typically one week), the co-op staff will forward the resumes of interested students to you. When you have shortlisted the applicants, the co-op staff will arrange an interview schedule to suit your needs. Interview space is available on campus for your convenience.

Select a Co-op Student

If you find a suitable candidate for the position you have posted, the co-op staff will assist you in extending an offer of employment and confirming details and conditions of the position.

(She) demonstrated perseverance and dedication in a sometimes structureless environment, creating order and continuity during chaotic periods. She developed systems for less organized staff members to help them do a better job ... her artistic eye and creative talent was utilized in most of our design for print: newspaper ads, programs, signage, billboards, PowerPoint presentations and miscellaneous marketing/novelty items.

Dale Letourneau, Communications Coordinator, Cowichan 2008 North American Indigenous Games

(He) was a very eager student, well motivated and a good listener. He definitely is a hard working producer and proved he was diligent in his pursuit of a good story for television.

Daphne Goode, Program Director, Shaw TV Victoria

(She) fitted in well from day one. Her skills developed well over her time in the newsroom and she was keen to learn. The program appears to offer a great grounding for students. (She) would comfortably be able to enter a newsroom on a full time basis with the skills she has developed through the [first year] of the course.

Mathew Ovenden, Editor, Gladstone Observer, Gladstone, Australia

Contact Information

Applied
Communication Program
Co-operative Education
3100 Foul Bay Road,
Victoria, BC V8P 5J2
Phone: 250-370-3425
Fax: 250-370-3104
Email: co-op@camosun.bc.ca
camosun.ca/coop

