Welcome!
College of Media
Fall 2020

ICT Online Application Information
College of Media by the Numbers

- 1100+ undergraduate students
- 20% of College of Media students identify with an underrepresented population
- 93% retention rate for freshmen
- 4 majors
- 3 minors
- 3 certificates
Who we are...
The College of Media

- Small college on a big campus
- Personal attention
- Lots of opportunities to get involved
- Be the best student, best citizen, and best prepared for life after graduation
- Study abroad programs, study abroad courses, AND Immersion trips
- Career services and internship opportunities; handshake @ Illinois
Each student in the College of Media is assigned a professional academic advisor.

Advising is more than picking classes.

Your academic advisor should be your first point of contact. Be sure to communicate.

Mandatory advising.
Charles H. Sandage
Department of Advertising

Society interacts with brands every day...an Advertising professional makes that happen

- Our graduates are engineers rather than bricklayers who study the “Why” as well as the “How”
- Research and analysis
- Critical thinking
- Problem solving
- Find an insight that changes how people think about a company
- Content and contact
- Effectiveness
- Lead a diverse team and sell ideas
- Write or design a new ad campaign
- Decide how consumers discover a brand message
- Become the voice of a brand on social media
- Create branded content for YouTube or Instagram
- Collaborate on a mobile app
- Analyze data to discover consumer trends
- Introduce a new product around the globe
Computer Science + ADV

There are many exciting entrepreneurial opportunities for those who seek it. For those who wish to continue their research, new and exciting questions at the intersection of CS and Advertising remain unexplored.

• Students in the Computer Science and Advertising program will need strong quantitative skills. This combination of skills will prepare students for careers in:
  – Traditional advertising agencies
  – Advertising is the currency that drives the profits of behemoths like Google, Facebook, and other tech firms
  – Entrepreneurship
  – Grad school and academia
• Ad agencies are rapidly hiring people with CS skills; however, they really need people who understand both the advertising and the CS side of things.
Think about the non-stop stream of news and commentary that surrounds you every day. A journalist made that happen.

- Report on your passion – from sports to science to politics
- Work behind the scenes or in front of a camera
- Write for a magazine or newspaper
- Create multimedia content
- Tell stories that are clear and compelling
- Find information from multiple sources
- Ask questions that get answers
- Distinguish fact from opinion or “fake news”
- Thrive at the center of a crisis
- Investigate and explain an unknown truth
Turn your curiosity about how popular media and film impact culture, society, politics and sports into a degree in Media and Cinema Studies (MACS).

- MACS offers a rigorous, innovative, interdisciplinary and flexible undergraduate curriculum. It prepares students to begin careers in the ever-growing constellation of media-related industries.

- The program distinguishes itself through our dedication to media and social justice. We are strengthened by the University’s strong ethnic and gender studies departments and programs. Courses enhance critical thinking, problem solving and creative and technical skills.
College of Media Career Paths

- Film and media programming
- Film and media distribution
- Sports media
- Advertising
- Promotions
- Public relations
- Media publisher
- Branded content company
- Arts journalism
- Science journalism
- Media research
- Magazine
- Newspaper
- TV station
- Communications department of a global organization
- Digital publication
- Graduation rates and destinations

Just to name a few...
Media-Related Experiences

- Fighting Illini Productions
- Illini Media
  - WPGU
  - Daily Illini
  - Illio Yearbook
  - Buzz Magazine
- UI-7
- The Spread
- WILL-AM-FM-TV
- Illini Film and Video
- Ebertfest
- AAF
- PRSSA
And much more...

- Hear My Voice
- iMACS
- National Association of Black Journalists
- Association for Computer Machinery (ACM)
- Women in Computer Science (WCS)
- Latino/a Computer Science Club (LCSC)
- Blacks and African Americans in Computing (BAAC)
- CocoaNuts
- Founders
- Black & African Americans in Computing (BAAC)
- Society for Industrial and Applied Mathematics (SIAM)
Coursework...

ADVERTISING

• ADV 150 (MUST have completed "B" or better)
• STAT 100 - or equivalent course (MUST have completed "B" or better)
• A 3.0 minimum GPA preferred
• ECON 102, 103
• PSYC 100, SOC 100, or ANTH 103
• Any ADV, JOUR, MACS, & MDIA classes

ADV core classes 281, 283, 284, 390, 460, 483 & 498 CANNOT be taken out of sequence, in the summer or at another institution including while you are studying abroad
CS + ADVERTISING

- ADV 150 (MUST be completed "B" or better)
- MATH 220/221 (or an equivalent course MUST be completed with a “B” or better)
- CS 125 (MUST be completed with a “B+” or better)
- CS 173 (MUST be completed with a “B+” or better)
- CS 225 (MUST be completed with a “B+” or better)
- A 3.5 minimum GPA required
- ECON 102/103
- PSYC 100 or SOC 100 when applying for the Computer Science + Advertising major

Due to the sequential nature of this major, students should be applying no later than the 2nd semester of sophomore year.
JOURNALISM

- COMP I (MUST have completed "B" or better)
- JOUR 200 completed or in progress
- JOUR 199
- JOUR 205
- JOUR 250
- CS 105
- ECON 102, 103
- PSY 100
- SOC 100
- STAT 100
- Any ADV, JOUR, MACS, & MDIA classes
MEDIA & CINEMA STUDIES (MACS)

- COMP I
- Credit in one of the following by the time of admission:
  MACS 100, MACS 101, MACS /ENGL 104
- MACS 261
- Any ADV, JOUR, MACS, & MDIA classes
The Application

WHO: YOU!!

WHAT: The College of Media ICT application for Fall 2020 admission

WHERE: Online

WHEN: Applications open during the first week of the fall and spring semesters.
Spring, 2020
Round 2 = 8:30 am April 20th, 2020 – 5:00 pm May 8th, 2020

WHY: To successfully pursue an Advertising major, CS + Advertising major, Journalism major, or Media & Cinema Studies Major at the University of Illinois Urbana-Champaign
HOW

Step 1: Visit https://media.illinois.edu/student-resources/admissions/ict

Step 2: Select one of the following:
   “On-Campus Transfer Application” link if you are a current student at Illinois in a college other than the College of Media or
   “Change of Major Application” for current College of Media students only

Step 3: Complete the online application

Step 4: Print off confirmation/cover page and Academic History
   (Students may print their Academic History using Student Web Self-Service https://apps.uillinois.edu/selfservice)

Step 5: Send via email or mail the above paperwork to

   College of Media Student Services Center
   18 Gregory Hall
   910 S. Wright St.
   Urbana, IL 61801
   media-ssc@illinois.edu

Please note that an application is incomplete until all portions are completed and received by the College of Media. Incomplete applications will NOT be considered!
Application Advice

Your Essay

1. You have 500 words to express your passion for the major
2. Illustrate your knowledge of the field - use terminology from your courses
3. Share relevant and contemporary experiences related to the major
4. Don't waste words on what courses you’ve taken or restating the obvious
5. Tell us who you are-beyond the numbers; why do we want you in Media
6. Creativity is encouraged...capture our attention in the first few sentences!
7. Make sure to have your essay proofread at least once

No additional materials (including letters of recommendation, portfolios, resumes, written copy, DVDs of work, etc.) will be reviewed during the application review process.
Next Steps

• **Round 2 = You will be notified of your admission decision by email by 5:00 p.m. on Monday, June 8th, 2020**

• If accepted, you'll be assigned an advisor in the College of Media who will contact you about a mandatory meeting to discuss your degree requirements and your Fall 2020 schedule.

• Assistance with course planning, please review the summer and fall schedules, your DARS for your desired major, and our major curriculum plans.