Introducing high school students to careers in digital media

Stratford, ON (February 17, 2012) – The University of Waterloo Stratford Campus is holding a Global Business and Digital Arts Family Night session for high school students and their parents Tuesday, February 21, 2012 from 6:00 – 8:00 PM at the Stratford City Hall Auditorium. The evening will feature a panel of experts from the digital media industry of southwestern Ontario. The session will also be streamed live online.

"We want to help high school students understand that they can turn their passion for creativity, technology and business into a successful career," explains Christine McWebb, Director, Academic Programs, University of Waterloo Stratford Campus. "It’s important for parents as well to see how a unique program like Global Business and Digital Arts can land their children a job."

Students will have the opportunity to hear from experts about emerging career opportunities in digital media, how globalization has affected the industry, how digital media is changing other industries, and hot emerging digital media trends. The panelists will also share their personal stories about how digital media influences what they do and provide advice about what skills and qualities are most important for a career in this industry.

The panel includes Michael Schmalz, President of Digital Extremes, a pioneer in the videogame industry; Bob Barlow-Bush, a user experience designer and partner at ArtBarn, a boutique venture services group; Josh Wright, Manager of Strategic Initiatives at the Accelerator Centre; a world-renowned, award-winning centre for the cultivation of technology entrepreneurship; and Hillary Abel, Downtown Marketing and Program Coordinator, City of Kitchener, and founder of "qatalyst" an arts and culture magazine for Waterloo region, and most recently organizer of a collaborative art show on moving train titled "The Steel Rail Sessions".

“Today’s students of digital media need to identify what they are passionate about. Digital media offer so many different outlets for creative individuals and teams,” says Schmalz. He suggests: “Find something you care about. Make it awesome and use the power of digital media to tell your story to a global audience.”

Global Business and Digital Arts is an undergraduate program unique to the University of Waterloo Stratford Campus combining creativity, technology and business in one degree. The four-year program connects students with industry mentors as they work on team-based projects from start to delivery in state-of-the-art facilities. The program includes a paid internship, and there are opportunities for students to earn the Certified Associate Project Manager designation and take part in an international exchange. The first class of Global Business and Digital Arts students starts in Fall 2012.

About Waterloo Stratford Campus
The University of Waterloo Stratford Campus is focused on undergraduate, graduate and executive education programs, research, commercialization and community outreach. This collaborative, strategic partnership between the City of Stratford and the University of Waterloo will bring students, leading researchers, businesses and entrepreneurs together to create, examine and commercialize opportunities in the digital media space. The campus will lead an evolution in learning and career preparation. Students will be immersed in a rich, technology-driven environment where theory and practice, science and commerce, creativity and innovation merge to forward digital media. www.stratfordcampus.uwaterloo.ca

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