

The Media Programme

Do you want a good foundation for a job in a popular and growing industry?

Do you want to study after upper secondary school?

Do you want to learn to analyse commercials and the news?

Do you want to try working as early as upper secondary school?

Do you want to work or study abroad in the future?

If so, the Media Programme may be something for you.

On the Media Programme you learn to create and arrange information. You can also train to interpret and analyse commercials. The education on the Media Programme is both theoretical and practical. You often test things out and work independently.

Many want to work in the media branch. Therefore it can be difficult to get a job directly after upper secondary school. But your time on the Media Programme can help you find out which job you would like to have. Then you can continue your studies to achieve it.

Working or studying further

There are certain jobs you can apply for once you are finished on the Media Programme, for example, in the printing industry. More often than not you must continue your studies in order to have a chance to get a media job. There are many types of educations in this branch. You can, for example, choose to study at a vocational university, folk high school, or university. There are types of education with technological and creative directions.

In certain cases you may have to supplement your upper secondary school education. Talk with your school and careers officer.

Possible jobs

Examples of media jobs are a journalist, photographer, graphic designer, copywriter, editor, art director, public relations officer and producer. There are many types of mediums, for example, newspapers, television, radio and the internet. Most jobs require continued education after upper secondary school.

Programme contents

The Media Programme consists of courses. Certain courses are obligatory for everyone who studies at upper secondary school. Other courses are specific for the Media Programme. You get to choose some of the other courses yourself.

The programme has two national courses of studies. This means that everyone in the whole country who studies on the Media Programme can choose them. Certain places may have courses of studies which are perfect for you. Ask your careers officer!

The national branches are:

- media production – for those of you who want to learn about different media technology, for example, expositions and exhibitions, graphic communication, radio and other sound mediums, photographic pictures, film and television as well as text information
- printing technique – for those of you who want to learn to make printed matter with the help of various graphic techniques

Contact with the working life

On the Media Programme you already have contact with the profession during upper-secondary school. You have at least 15 weeks of internship training (APU). Your APU is organised by your school in collaboration with different companies and work sites where you live. Which work site you end up in also deals with the course of study you choose. APU is a good way to get contacts you can use when you apply for a job. If you are interested in doing your APU in a country other than Sweden, this can be arranged.

Jobs and the future

It can be difficult for you to get a job in the media branch, even if you study after upper secondary school. Many people are applying for jobs and a good deal of people with media training are currently unemployed.