

Career day

Why am I doing this?

I was unsure about which specialisation aligns with my interests the most, so I decided to visit the specialisation stands at the career day to gain information that will help me making my decision easier. I also visited some minors to find out what minors Fontys has to offer and see if something aligns with my interests.

How am I doing this?

I was debating between Smart Mobile, Media Creation and Front-end development. I talked to teachers and they helped me understand what each specialisation has to offer and how they differentiate from each other.

What did I find out?

I found out that Media Creation is very similar to my current semester, so it felt like choosing that specialisation wouldn't offer me enough growth even though I like it the most. Front-end is more focused on user-friendly design than Smart Mobile which is more focused on back-end than Front-end development. I decided to choose Front-end development as my specialisation, since I found out from my job market research that companies prefer a designer who is experienced in HTML/CSS and JS, so I want to improve my skills even more.

I also found minors that interest me:

- **Digital marketing**, since it's focusing on building brands that are successful through storytelling and cool, digital concepts.
- **Digital experience design**, it allows me to dive deeper into the world of UX and user-centered design.

So?

Attending the career day made it easier for me to choose my specialisation since it gave me more insight about the different specialisations and what they have to offer. I also have a better view of which minors Fontys has to offer and what I can learn from each Minor to make my decisions easier for when it's time to choose one.

