



Evelyn McCain

– 2025 | Communication Studies & Studio Art – Digital & Visual Storytelling Pathway

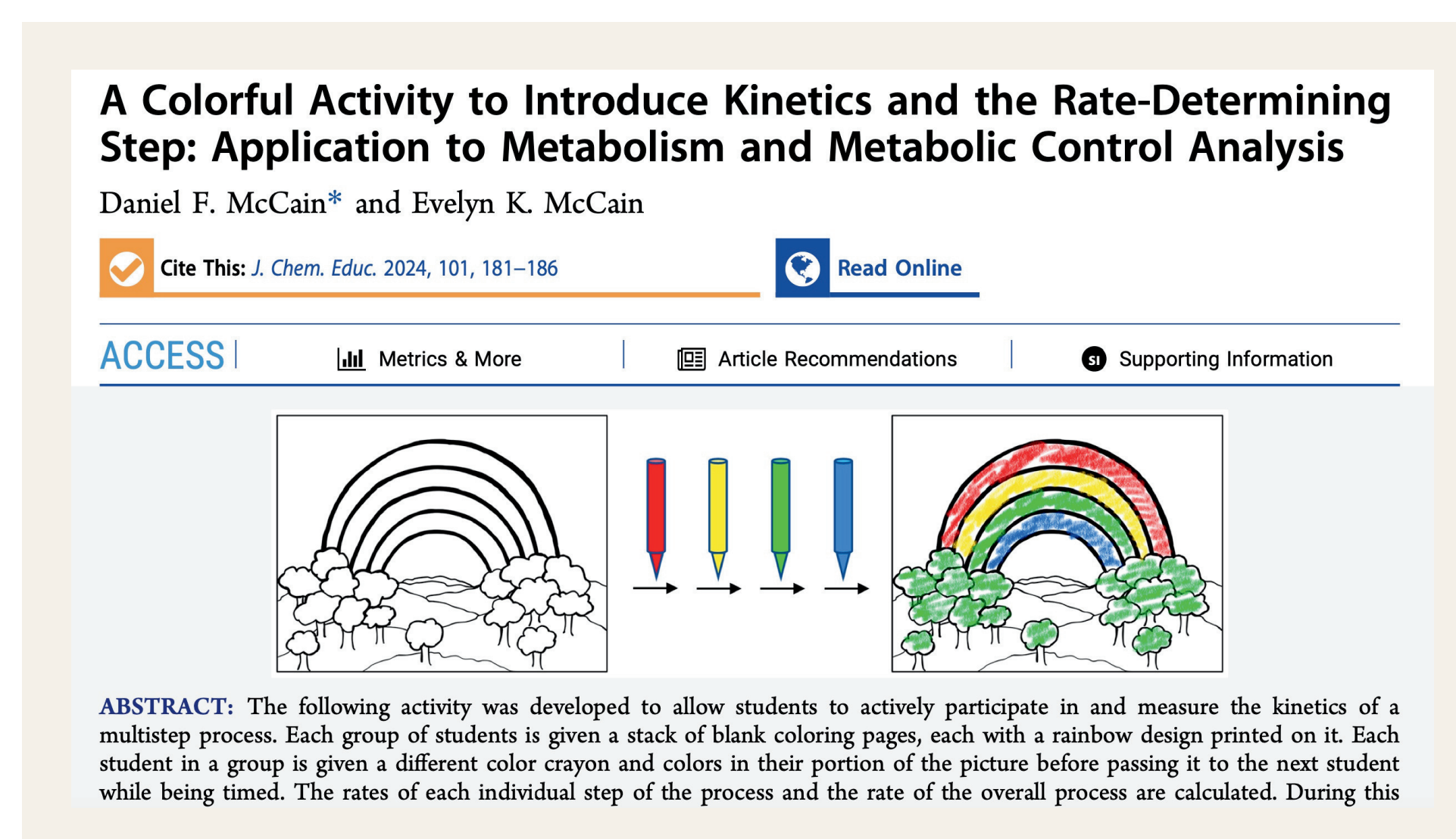
Introduction

I enrolled in the Pathways program because I sought to use the mentorship resources in conjunction with reflection of my academic and career experiences to make sense of a professional path as someone pursuing a double major in different disciplines. I thought I had a set direction and wanted to participate in DVS to reinforce that.

However, throughout my time completing the program, I have realized that creative opportunities are expansive and near limitless. I originally narrowed myself into a small box because I thought my job would have to be one that seems explicitly creative; through time I have learned that many jobs could use a visually-oriented and well-practiced communicator. Thus, I am still learning what a job that balances my passions and abilities looks like.

THANK YOU

I would like to extend my sincere appreciation to those who have supported me in my college journey. Thank you to my professors, supervisors, and mentors in other forms for your wisdom. Thank you, as well, to my loved ones, who have cheered me on through the many things I have had the privilege of doing.



Experiential Learning Opportunities

Social Media Intern, College of Wooster Office of Marketing & Communications, 1.5 years

I successfully created media content and learned marketing applications & analytics, while continuing to develop my professional social media practice.

Wooster Digital History Project Intern, Summer 2023

This opportunity exposed me to the blending of scholarship and public consumption through the chance to build a digital history exhibit, from research to website development.

Freelance Graphic Designer, 9 Months

My academic and work experiences have fostered the talent and confidence to pursue independent projects including graphics for publications and small businesses.



Pathway Courses

COMM-35100: Critical/Cultural Methods

I acquired the theoretical framework and foundational skills that enable me to investigate and share the perspectives of myself and others.

GMDS-23100: Visualizing Information

This presented the opportunity to deep dive into the Adobe Creative Suite and build my digital design skills.

ENGL-16500: Editing A Literary Magazine

Through this seminar, I was able to gain a behind the scenes glance at aspects of production in creative industries.

ARTS-15100: Introduction To Drawing

As an artist, I have enhanced my visual communication abilities and developed specific techniques through coursework.



Final Thoughts

When I joined the Pathway, I thought I had my career direction pretty much figured out and this program would only lead me closer to that goal. I wanted to work in social media because I thought I had a knack for it and that it fit my major as equal parts art and communication oriented. However, when I went into the field, I ended up having mixed feelings about it.

I realized I loved being creative, but perhaps wanted more structure. Through the process of looking back at what I have done thus far and seeking guidance from mentors within my college, I am beginning to make sense of what I appreciated and what I needed in my experiences. This reflection is helping me evaluate my next steps and options as I look to transfer my skills to new paths.

