Middlesex Community College
New Media Studies Center Consultancy Report

An Analysis of Connecticut's New Media Industries and Educational Institutions including Recommendations for Curriculum Development, Career Preparation, Facility Design and Technology Selection

Prepared by Mason, Inc.

November 5, 2013

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mason, inc.

MXCC New Media Center
Consultancy Report Outline
November 5, 2013

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I. Executive Summary

A. Background -- Beginning in late May of 2013, Mason began consulting with MXCC to assist with decisions relating to a federal grant to support the development of a New Media Center and the extension of the curriculum already in place. The grant was formulated to retrain and educate potential employees into New Media positions available in Connecticut. In addition, it was designed to stimulate the CT economy by developing skilled New Media labor for employers. MXCC needed to identify programs, courses, certificates and facilities/equipment that would best help support the desired goals.

B. Research-Based Approach – To inform decisions, it was decided to research the following:
   i. The current and projected New Media employment market in Connecticut
   ii. Content and structure of programs at leading New Media colleges in the region and across the country
   iii. The equipment and facilities of these leading colleges
   iv. The needs and opinions of employers in CT relating to New Media employment

C. Findings, Labor Market --
   i. There is strong current and projected demand for New Media employees with many employers struggling to find qualified individuals, particularly in Fairfield County
   ii. For CT the strongest demand appears to be in the areas of:
      1. Web design/development
      2. Digital design
      3. Multimedia/animation
      4. Producers/directors
      5. Public relations – social media
      6. Digital equipment technicians/operators

D. Findings, Programs
   i. Schools tend to concentrate or be best known in one or two New Media areas
      1. Generally students are being forced to decide on a concentration with limited exposure to different specialties
   ii. The best schools have a heavy focus on hands-on experience and internships
   iii. Because the programs combine technical skills with artistic talent, the New Media centers can fall under a variety of structures

iv. Most commonly offered programs include: Film, animation, digital design, music, photography, writing for film/broadcast, game design, web design, advertising, industrial design, multimedia, broadcast production, mobile development, show production, recording arts, sports media, software development and media services
v. MXCC is a New Media leader among state schools and even stacks up well against some nationally recognized schools, because of MXCC's commitment to hands-on instruction and internships
    1. MXCC is particularly strong with broadcast production, but tends to not have the breadth of coverage in web development, animation and game development

E. Findings – Facilities
    i. The best schools have a separate physical center, but many schools still have their programs spread out through the rest of the campus
    ii. Emphasis is now on flexible, multiuse spaces that can be used collaboratively
    iii. Schools are transitioning to laptops and cloud-based programs and storage
    iv. Most colleges list their equipment and software on their website and in their view books
    v. Notable facilities/equipment mentioned:
        1. State of the art animation studios, 270° surround projection, ESPN Sports Lab, game production studios, Multisphere, live event space, robotic cameras, simulcast labs, set fabrication capabilities, virtual sets

F. Findings – Employers
    i. Limited fulltime entry-level hiring – part-time or internship used as a trial
    ii. Certificates not seen as highly meaningful
    iii. Degree not seen as important as talent, passion and drive
    iv. Want hands-on experience
    v. Looking for technical skills, but also
        1. Artistic judgment and talent
        2. Communications skills
        3. Life skills
    vi. Those who knew MXCC regarded them highly

G. Recommendations -- Program
   i. The following areas have been identified as offering strong job potential in Connecticut and should be considered for addition to, or expansion of programs being offered:
      1. Animation (particularly medical animation), mobile marketing and app development, infographics and data visualization, game design, analytics, social media, outbound marketing, inbound marketing
   ii. Create a life skills course to prepare students for the work environment
   iii. Start a student agency
   iv. Start student run broadcast stations
   v. Put an online introduction to New Media as an introduction and feeder device
   vi. Create a "What's Hot" course to identify new trends
   vii. Explore ways to offer courses in lower Fairfield County

H. Recommendations –Facilities
   i. Create highly flexible multiuse spaces that can be reconfigured quickly, wired for digital equipment
   ii. Utilize whiteboard walls to allow for writing over projected images
   iii. For most applications, transition to laptops and cloud-based software
   iv. Provide remote access to the network to enable students to work on projects from home or other locations
   v. Create a central physical space that is high tech in appearance with clear branding and a wow factor to impress prospective students and employers

I. Recommendations – Brand Positioning
   i. Position MXCC as a solution to the challenge of staying on the cutting edge of change in the digital field – in other words, embrace the opportunity that this chaotic growth creates both with students and with employers

   ii. Position MXCC as graduating students who:
      1. Are at the intersection of art and technology
      2. Embrace new technologies and have been trained in the process of constantly upgrading their capabilities
      3. Have the life skills to be great employees

J. Recommendations – Employer Outreach
   i. Continue Advisor's activities
   ii. Build a marketing database of employers and email/mail to them regularly
   iii. Establish regular feature at Middlesex Chamber to report findings of What's Hot course; distribute articles and content to other media
   iv. Make New Media Center more visible on main MXCC site
   v. Create relationship with Vinal Tech as a feeder school

II. Purpose and Methodology of Project

The purpose of the MXCC New Media Studies Center Initiative is to provide maximum alignment between programs/courses/certificates being offered at the school and the need for current and future New Media jobs in Connecticut. Mason's role in the project is to provide both research and general consultative services.

In terms of research, Mason has provided the following:

- An analysis of available research and Labor Department projections with respect to New Media jobs in Connecticut
- A review of 40 of the best or most relevant New Media college programs, with emphasis on programs in the Northeast, but including exceptional programs in other parts of the U.S. as well
- A review of the physical facilities at these colleges and universities
- 20 qualitative interviews with employers in CT to understand their needs and obtain their advice and counsel

In terms of consultative services, Mason has provided the following:

- Analysis of findings and recommendations to MXCC with respect to
    - Program/course/certificate offerings
    - Physical facilities guidelines
    - On-going engagement of employers
    - Positioning of MXCC to attract students and employers

III. Projection of New Media Jobs in Connecticut

Mason has used two primary resources to understand the level of current New Media related jobs in Connecticut and what they are projected to be by 2020:

- Supply and Demand Report by CareerBuilder dated September 4, 2012
  - Provides a summary snapshot of demand
- Connecticut Labor Market Information, from the Connecticut Department of Labor
  - Provides more detailed information with respect to projections by category and job title and compares to Northeast and National projections

Supply and Demand Report

The CareerBuilder report showed that for the period of August 2010 through July 2012 that the demand for "Digital Media" employees far out stripped the number of qualified available candidates. Specifically there were 2,501 postings and only 736 active candidates. CareerBuilder then defines the "Labor Pressure" as the ratio of supply to demand – in this case 0.29, or about one candidate for every three positions.

It is interesting to note that this time period represented an overall depressed labor market in Connecticut, and yet demand for qualified individuals to fill these digital positions was going unmet. This same unmet demand has also been anecdotally noted frequently in discussions with employers.

Key positions noted were: Marketing Manager, Digital Media Planner, Digital Media Engineer, Account Executive, Infrastructure Architect, Graphic Designer and Digital Ad Operations Manager. Types of employers included: Cable, TV Broadcast, Telecom, Sales Financing, Motion Picture and Ad Agencies.

The positions were skewed toward lower Fairfield County with about 80% existing from Milford west toward New York.

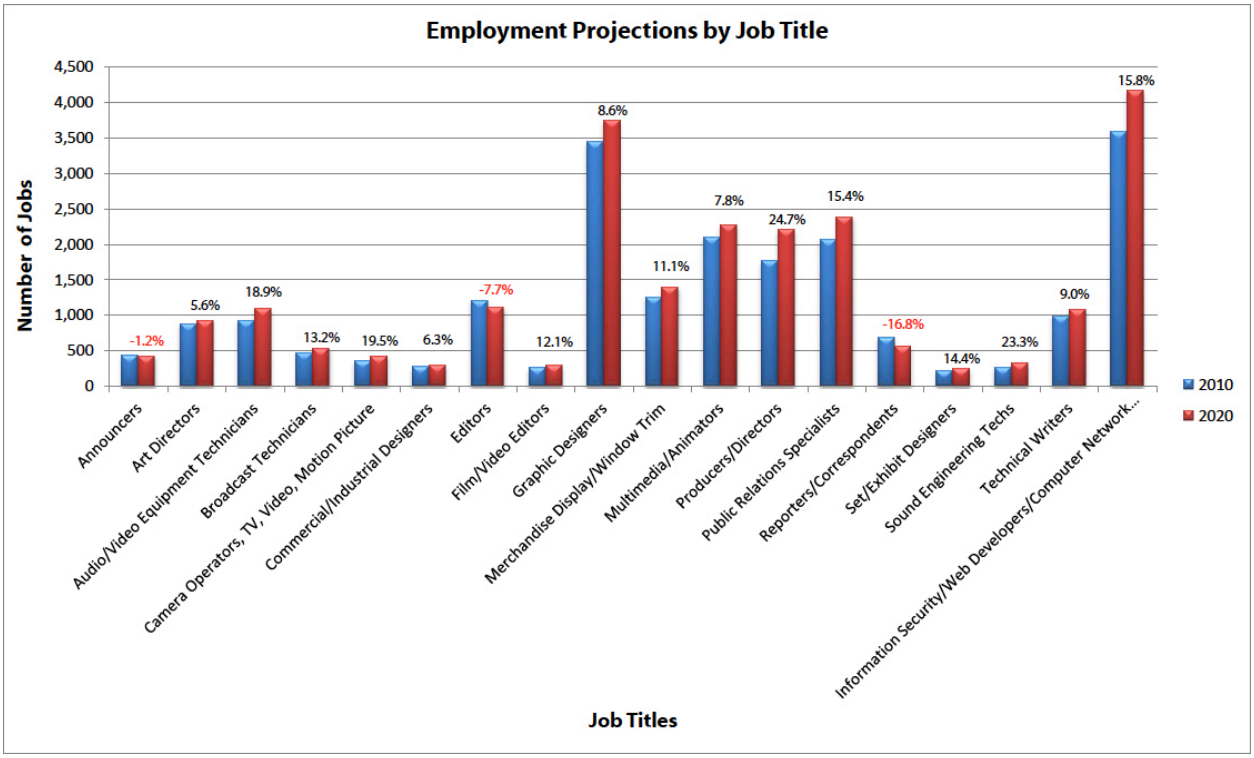
CT Labor Market Information

Because digital tools are being used in virtually every aspect of modern life, the lines between "New Media" and traditional job titles are becoming blurred. U.S. Labor Department categories have frankly not caught up with the digital revolution and reporting is currently not broken down in such a way as to enable an easy and accurate analysis of New Media jobs. For instance, web development is currently grouped with IT, which is clearly more of an engineering/programming category. Mobile and game app development do not have their own categories (that we can find). Connecticut

reporting follows the U.S. Labor Department categories, so the same issues exist in Connecticut data.

Therefore, to make the data as meaningful as possible for projecting New Media related jobs in Connecticut, we have drilled down in the broader USLD categories and eliminated job classifications that clearly have little or no New Media component. This admittedly involved some subjective decisions with respect to how much a position in today's world relies on digital knowledge and tools. For instance, an art director is primarily hired for his/her artistic judgment, but must be very familiar with design programs, Photoshop, digital photography, etc., so we include them in the job numbers as germane. Positions that have little or no digital component, we removed from the data.

So with those stipulations, the following charts show our best estimates of New Media related employment projections for Connecticut by category and compare them with the projections for the Northeast and the nation as a whole.

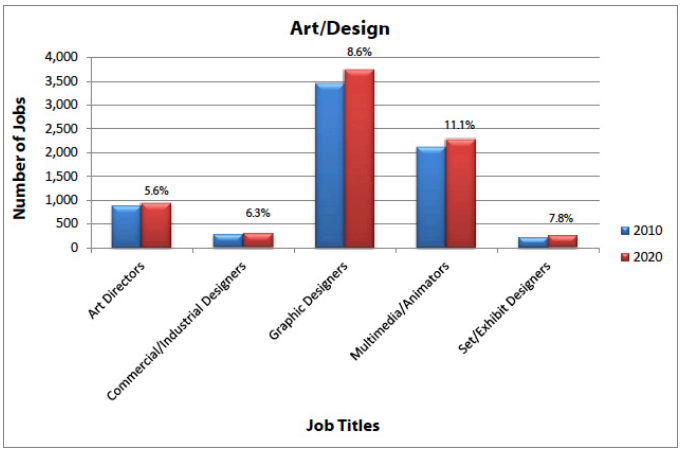


It is clear from the above chart that the two largest categories for job growth into 2020 are Graphic Designers/Art Directors (when combined) and IT/Web Developers. The

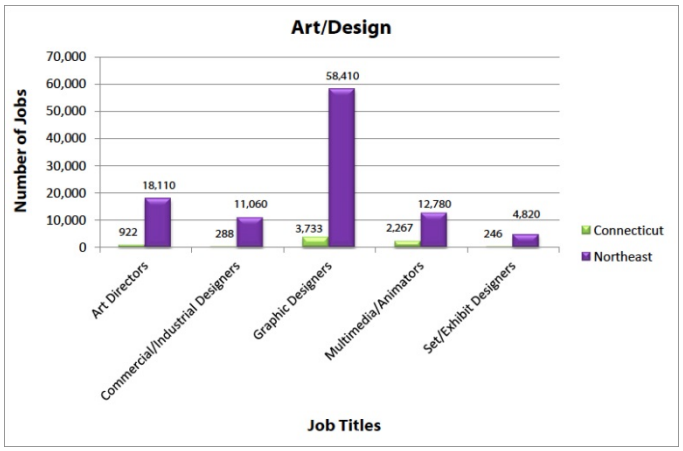
next tier of jobs includes Multimedia/Animators, Producers/Directors, and PR Specialists. On-air talent, reporters and editors are projected in decline.

The following charts show the Art/Design category for CT and Northeast:

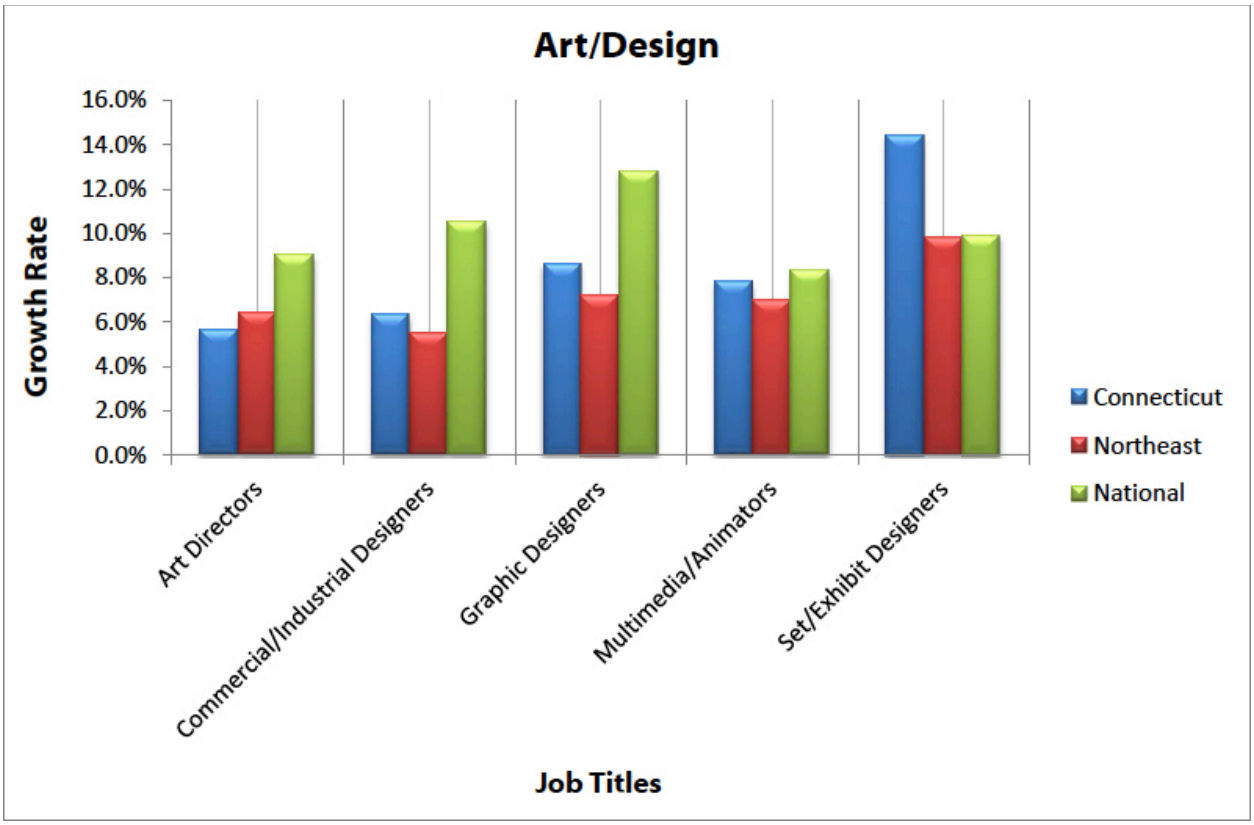
CT



CT/Northeast

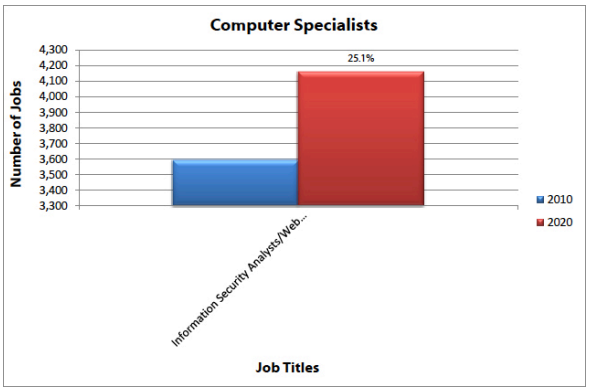


The following chart shows relative growth rates for the Art/Design category projected for CT, Northeast and nationally.

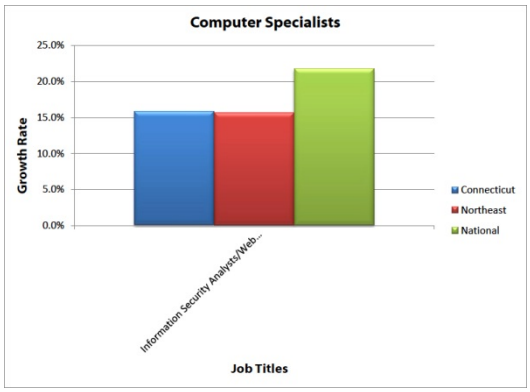


The following charts show growth in CT, Northeast and Nationally for Computer Specialists

CT

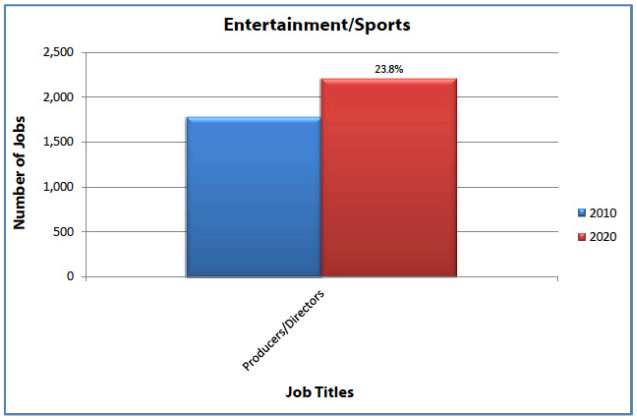


CT/NE/Nationally

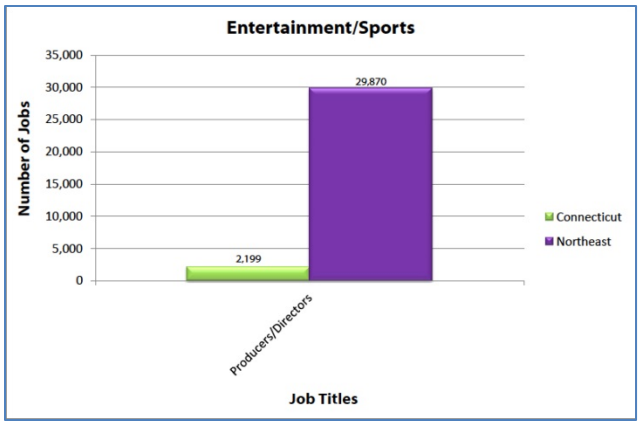


The following charts show growth in CT and Northeast for Entertainment/Sports

CT

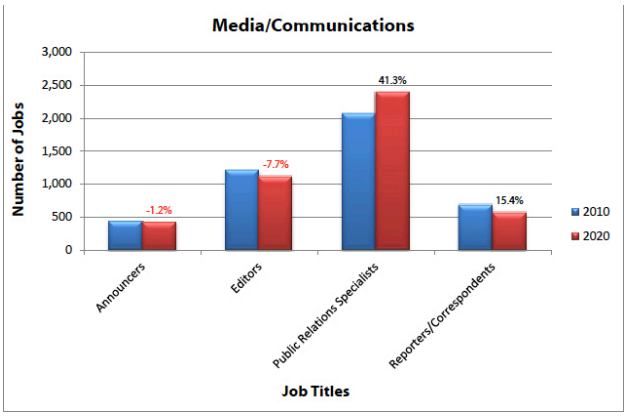


CT/Northeast

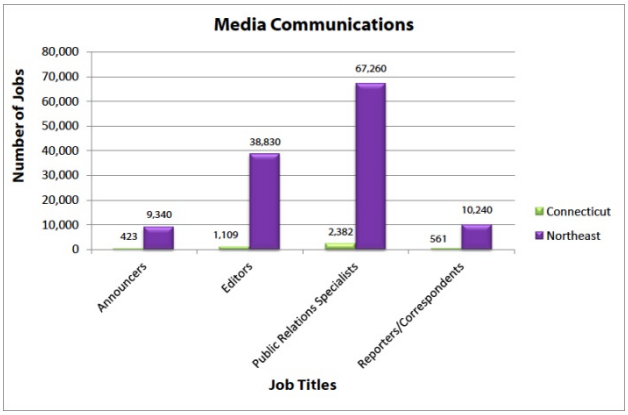


The following charts show projections for Media Communications categories:

CT

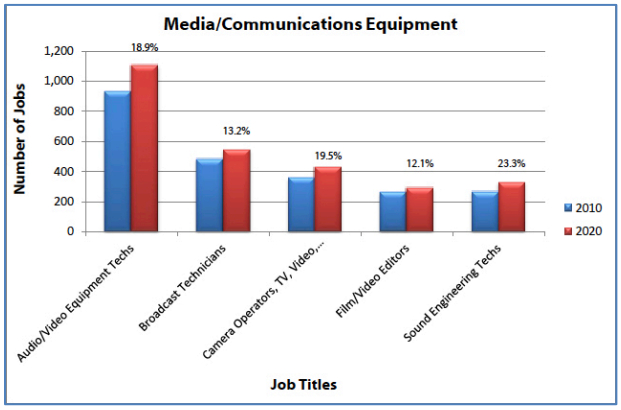


CT/Northeast

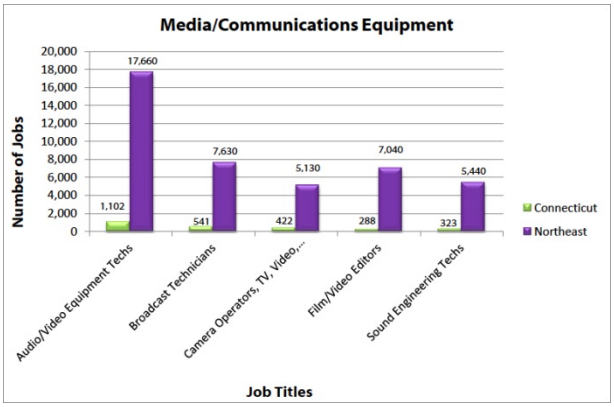


The following charts show projections for Media/Communications Equipment:

CT



CT/Northeast



In summary

CT Labor Department projections as well as CareerBuilder's report on past digital jobs show demand for digital positions to be strong to 2020. In addition, we believe that demand for digital capabilities is actually understated due to a lag in reporting nomenclature. For instance, categories such as social media, digital analytics and search engine optimization are not called out separately. It is not clear that they are being measured. Further, many, many positions that are not exclusively defined as digital, now call for at least a moderate level of digital knowledge.

Digital job prospects are very hopeful for Connecticut and the rest of the Northeast. MXCC is in an excellent position to provide educational services that can equip students with needed skills to help grow the CT economy.

IV. Research Findings – College Programs

Through online resources and literature, Mason looked at 40 schools across the country. Schools were selected for review based on the reputation of their programs, geographic location, specialties and recommendations of MXCC professors. A select group of schools was looked at in depth, while the rest of the schools were summarized with links for self-review.

In general, most of the schools we reviewed specialize in a limited number of New Media areas or are best known for those programs. Often a student has to declare a major or area of concentration upon arriving at the school. For some students this is a natural extension of their interests, but for others they are being forced to make career choices based on very limited exposure to the industry.

Virtually all of the schools emphasize hands-on experience, as of course, does MXCC. This commitment to hands-on experience separates serious digital programs from schools where New Media is a minor focus. Some of the schools are so hands-on focused, however, that they are essentially trade schools, with limited academic courses.

The location of New Media programs within some schools, particularly four year schools, has represented a challenge. Since digital skills cross over between art and technology, traditional university silos sometimes do not fit logical program design. Some of the slower schools to add a digital program have simply added one or two digitally based courses to their list of existing communications courses or fine arts courses with insufficient depth in any area to provide employable experience for the student.

The best New Media schools provide enough exposure to a range of digital skills, while offering enough depth to give the student more than just a basic exposure to the subject. They also tend to focus heavily on internships with area employers to extend hands-on experience into real world situations.

In various combinations the following are the dominant programs/courses offered: Film, 3D and classical animation, digital design, game design, music and sound design, photography, writing for film and TV, web design, advertising, industrial design, multimedia communications, broadcast production, mobile development, show production, recording arts, sports media, software development, media sciences.

For Documentation of the 40 programs reviewed with photos and links for additional information, see Appendix A.

V. Research Findings – Facilities/Equipment

Mason reviewed the same 40 schools to look at their physical facilities and equipment. As one would anticipate, the schools vary widely depending on their focus and size. Most of the schools have been growing into the digital age much like MXCC. As a result only a few have clearly defined centers (a single building or group of buildings) dedicated to New Media, but instead have classrooms and other facilities located throughout various existing buildings.

To deal with the rapidly changing industry, some of the schools have created flexible multiuse spaces that can be easily reconfigured for different purposes. Some are moving to laptops for added portability and are using the cloud for computer program consistency and remote access.

In their literature, the schools tend to be fairly specific with respect to the equipment and computer programs they provide training on.

The larger schools with performing arts programs have theaters that provide experience with set design, staging, production management, lighting, costumes, etc.

Leading-edge and innovative facilities and equipment found included the following:

- 2D and 3D animation studios
    - Traditional animation
    - Digital Animation
    - Life/figure drawing
    - Stop-motion stages
    - Sculpting
    - Lighting
    - Character modeling
    - Rigging
    - MEL scripting
    - Prop and character animation
- 270+ degree (5+4+5) surround projection
- Avid systems and software
    - Audio and music
        - Live sound
    - Video editing and finishing
    - Broadcast and newsroom
- Backlots
- Color correction suites
- Creative, collaborative space

    - Chalkboard walls
    - Polyvision whiteboard walls
- DiGiCo labs
- Digital render farm management systems
- ESPN Sports Lab
- Fabrication shops
- Flexible (expandable), multiuse space
- Game production studios
    - Alucid Custom Usability Lab
    - Subject Room
    - Projection and brainstorming area
- Immersive Sound and Video Space (Multisphere) – University of Maine, Innovative Media Research and Commercialization Center
    - Seamless, omni-directional perception (visual, auditory, and haptic) utilizing real, virtual, augmented, or mixed reality environments
- Live event space
    - Concerts
    - Presentations
    - Movie screenings
    - Trade shows
- Network-attached storage (NAS)
- Prop and scene shops
- Robotic cameras
- Screening rooms
- Simulcast labs
- Surround sound theaters
- Ultra, high-speed fiber networks
- Virtual sets
- Workstations with the industry's top 3 editing applications
    - Final Cut Studio
    - Avid Media Composer Soft
    - Pro Tools LE
        - Digidesign MBoxes

For documentation and links regarding facilities/equipment at the selected schools see Appendix B.

VI. Research Findings – Employer Interviews

Mason conducted 20 interviews with employers. Eighteen were by phone, 1 was written and 1 was an in-depth personal interview (with Tim Hunter, head of the UCONN Digital Media program). The following represents the summary of those interviews:

New Media Jobs

Account managers
Animators
Art directors
Audio – mixers
Audio – transmission
Camera operators
Comic/cartoon design
Closed captioning
Communicators
Creative directors
Digital/interactive designers
Digital illustrators
Directors – technical
Directors – video
Editors – video
Email marketers
End production
Engineers – audio
Engineers – radio
Engineers – transmission
Field production
Game designers
Game developers
Graphic designers
Illustrators
Language translation
Motion graphics
Post-production specialists
Producers – radio
Producers – video
Production specialists – broadcast communications, film
Production assistants – broadcast communications, film
Project managers
SEM specialists
SEO specialists
Social media specialists – ideation/content creation
Subtitles
Visual effects – broadcast communications, film
Web – coders/programmers
Web – designers
Web – developers

Entry-level Hiring

- Most of the employers interviewed to date are small, specialized firms that do little to no entry-level hiring
- Of those interviewed that do hire entry-level, they do so on a part-time basis or at the "get your foot in the door" level
    - Marketers
    - Phone support
    - Production support
    - Sales
    - Transcription
    - Web developers for support and fixes – not "real" development
- Most small, specialized firms look for 3-5 and 5-7 years of experience
- ESPN has the most organized program
    - Relevant entry-level employees are hired into their Associate programs – Content Associates and Production Operations Associate

  - Current program has 175 employees
  - New hires rotate through 4 operations areas learning for 8 months in each area
    - Network Control Group
    - Content Edit Group
    - Production Control Room
    - Studio Group
  - Hires must achieve “skilled” or “highly skilled” to move on to the next area
  - Hires receive a pay increase with each level
  - Upon successful completion, hires are moved to 1 of the 4 areas with an open need
  - If no openings exist, hires are able to choose which area they wish to work

Source for New Employees

- Interns
- College career fairs/job boards
- Internet – Craigslist, Monster, Facebook, Mandy.com, ProductionHub.com
- Networking/referrals
- Radio

Skills/Technical Capabilities

- **Animation**
  - Larger organizations usually want more specialized skills
    - Modelers
    - Lighting
    - Texture
    - Skin pours
    - Water
    - Fur
  - Smaller firms usually want more of a generalist
  - Time management
- **Audio**
  - Audio editing
  - Engineer
  - Generalist
  - Communication skills
  - Computer literate
  - Savvy internet skills
  - Social media
- **Broadcast Communications**
  - Hands-on experience
  - Communication skills
  - Eye for media and composition
  - Network Control room or Master Control room – not just production control room
  - Familiarity with a variety of file formats – HD 720 and 1080
  - Proficiency with a variety of camera types
  - Proficiency with a variety of platforms – Mac and PC
  - Proficiency with a variety of programs – Adobe, Apple, Avid
  - Proficiency with a variety of media – not just news, also cinema, movies, 3D animation
- **Film/Video Production**
  - Hands-on experience
  - Communication skills
  - Camera operators should have the ability to shoot and edit
  - Computer animators should know After Effects, post production, 3D & 2D animation

  - Art directors should be conversant in motion graphics/moving images
  - Audio post production should have a good ear not just the technical skills; many are musicians
  - Junior producers should have many skills – lighting, angles, lens choice, etc.
  - Communication skills – the ability to interact comfortably with team members and customers, to listen and to contribute to the discussion
  - Appreciation of the arts – literature, film, music, theater or fine art
  - Understanding of photography
  - Understanding of digital asset/file management
  - Set etiquette
  - Manage ego; control personality

- **Web/App Development**
  - Hands-on experience
  - Communication skills
  - Rapid web development
  - Responsive design/mobile first approach
  - Frameworks
  - Architecture
  - SEO
  - File management
  - Mobile app development for iPhone and Android
  - Designers should have some knowledge of front-end CSS
  - Developers should have some design knowledge
  - Knowledge of user experience/human computer interaction (HCI)
    - Wireframes
    - Prototyping
    - Testing
    - Analysis
    - Usability
  - Knowledge/familiarity with CMS systems
  - Analytics
  - HTML, XML
  - Conceptual understanding of development
- **General**
  - Hands-on experience
  - Technical skills
  - Must be up-to-date with skills and equipment
  - Applied math skills
  - Terminology/industry vernacular
  - Communication skills
  - English courses – update for today's needs
  - Time management
  - Manage ego; control personality
  - Combination of technical skills and art

Specific Programs/Equipment

- **Animation**
  - 3D software
    - Maya
    - XXI
    - Lightwave
    - 3ds Max

    - Mudbox (3D modeling/sketching tool)
  - Adobe After Effects – expert level
  - Adobe Illustrator
  - Adobe Photoshop
  - Apple Final Cut Pro
  - Autodesk Smoke
  - Avid Media Composer
  - Avid Pro Tools
  - Avid Symphony
- **Broadcast Communications**
  - Quantel - non-linear editing
    - ESPN has the largest Quantel server system with 40 editing rooms in Bristol
    - Working to bring on rooms in South Florida, Charlotte, Longhorn (TX), and LA
  - Adobe Creative Suite – Photoshop, Illustrator, InDesign, Acrobat, Flash, Flash Builder
  - Adobe Premier
  - Apple Final Cut Pro
  - Avid Pro Tools
  - Avid Symphony
- **Film/Video Production**
  - Adobe After Effects
  - Adobe Audition
  - Adobe Encore
  - Adobe Flash
  - Adobe Photoshop
  - Adobe Premier
  - Apple DVD Studio Pro
  - Apple Final Cut Pro
  - Avid Media Composer
  - Avid Pro Tools
  - Avid Symphony
  - Cinema 4-D or other animation applications
  - Sony or Canon DSLR/SLR cameras
  - Sorenson Squeeze
  - Telestream Episode
- **Gaming**
  - Cocos2D
  - Unity 3D
- **Web/App Development**
  - Adobe Creative Suite – Photoshop, Dreamweaver, Illustrator, InDesign
  - CSS3
  - HTML 5
  - Java
  - jQuery
  - MySQL
  - .net
  - PHP
  - WordPress
  - Zend Framework
  - Git – source code management (SCM)

Degrees/Certificates

- Certificates not seen as highly meaningful
- General consensus is that a degree is not as important as talent, passion, and drive

    - Good portfolio
    - Mature
    - Problem-solving personality
    - Experience will come
- Degrees can provide a skill set that is important and helpful, but is not the end all
    - Basic skills
    - Theory
    - Principle

Behaviors/Attitudes

- This was a loaded question!
- Almost every interviewee expressed that candidates were not socially prepared to enter the workforce
    - Presentation/professionalism
        - Not appropriately dressed
        - Late
        - Distracted – texting, phone calls
    - Expectations
        - Responsibilities
        - Salary
    - Commitment
        - Do what it takes to get the job done
- Teamwork – collaboration, coordination
- Good communicators, articulate
- Accept criticism
- Continuous improvement/curious initiative
- Good work ethic
- Self-starter
- Customer focus
- Flexible, adapt to changing situations
- Deadline oriented, time management
- Problem-solvers
- Creative thinkers
- Future/forward thinking
- Strategic
- Enthusiastic
- Confidence vs. arrogance
- Mix of skills
- Innate creativity
- Ability to creatively translate ideas

Candidate Preparedness

- Resume screen
- Phone screen
- Portfolio
- Interview
    - Confidence
    - Socially-balanced
    - Skills assessment
- Test project

- References

Greatest Need

- **Animation**
  - Good, well-rounded animators
  - Avid Symphony Editors
- **Audio**
  - Better Engineers
    - Audio
    - Radio
    - Transmission
    - Install and fix transmitters
- **Film/Video Production**
  - Director of Photography/Cameraman
  - Editors
- **Gaming**
  - Game programmers
- **Web/App Development**
  - Mobile app developers
  - PHP programmers
  - Web designers
  - Web developers
    - Front-end design/interface
    - Back-end programming

Frustrations

- This was a loaded question just like the behaviors/attitudes!
- Miserable (subpar) portfolios
  - Lack of fundamental design skills
    - Theory
    - Typography
- Practical skills missing
  - No hands-on
  - Work on equipment, but don't know what equipment
- Balance
  - Not overly confident (know-it-all), but not too quiet (doesn't contribute)
- Unrealistic expectations
  - Time management/deadline-orientation
  - Responsibilities
  - Salary
  - Sense of entitlement
- Technical skills vs. creative skills and the reverse
  - Good at one, but not both
- Mediocrity
  - Style or skill level not up to today's standards
- Lack of communication skills
  - Don't know how to speak/present
  - Can't write decent emails
  - Can't interface with different levels
- Sense of entitlement
- Lack of taking responsibility

Comments/Other

- Need to bring artist and technologist closer together
    - Technology makes job easier, but it's only 1 part
    - Strong believer in a combination program
    - Fine art and digital skills
    - Theory and language plus technical skills
- Recommend broadcast communications program combined with motion graphics
- Recommend airing live news broadcasts to gain "real world" experience
    - No excuses
    - Make it happen
- Don't forget the basics
    - Social media is hot, but not the only thing – still need basics
        - Basic skills in core competency
        - Foundation
        - Theory
        - Principle
- MxCC differentials
    - Had a friend who went to Central Connecticut for Broadcast Communications and he graduated with never having touched a piece of equipment
    - Culture – tightness of students and faculty
        - Faculty always there and engaged with students right down to the English teacher
        - Students don't want to go home
- Suggestions for Social/Workplace Preparedness
    - Require internships
    - Require portfolio
    - Start agency to expose student to real world situations
    - Role playing on how to handle difficult situations
    - How students present themselves
    - Professionalism
    - Bring in more guest speakers, veterans in the field, to talk about the real world, a day in the life of
        - Work environment
        - Etiquette
        - Stressors
        - What's the workflow like
        - Where do things get hung up
        - How to adapt to changing situations
        - Relationship management
- 95% of work is going to top 5% in their fields
- Must be a complete master at what you do
- Teach storytelling – what makes a good story, what make good audio, lighting, video/camera action
- Engage students to do research and find what's new
- Encourage students to bring new ideas and skills to explore and learn
- Feels MxCC may be competing with all of us for business by running an agency
- Strengthen relationship with Larry McHugh from Middlesex Chamber of Commerce
    - Host breakfast
    - Knows anybody who's somebody
- Make more of a statewide effort with Connecticut employers
    - Especially in the area along Route 9
- Host employer open house

    - 2/3 point in program invite employers to meet prospective employees and tout MxCC
- Articulate MxCC advantage to employers
    - Only college in state to offer this as a 2-year program
    - Ability to update courses and curriculum to fit employers needs
- MXCC wants to be the next best thing
    - Add more content to existing programs without room to breathe
    - Need more time
    - 2-year program is not enough time
- Need to broaden education
    - Students should be able to specialize, but also need to be able to speak and write
- Need to pay adjunct professors more money
    - How can you attract top talent to teach without paying them
- Worry design/faculty is just application-oriented, simply checking off the boxes
    - With many generations of precision engineering and manufacturing everything was a process, we've sadly lost creativity and artistry

Notes from the 20 individual interviews are shown Appendix C.

VII. Recommendations

Based on our research it is clear that MXCC is already doing many things correctly with respect to its New Media Center. In fact, the philosophy and programs reflect an organization that is clearly in the top quartile of digital education. Many four year colleges have not understood the importance of New Media training and offer only a smattering of programs with very limited hand-on experience. In a very real sense MXCC's program would be the envy of most schools if their capabilities were more broadly known.

With that said we do believe that there are ways that MXCC's New Media program can be further strengthened. Although some of the recommendations touch on multiple areas, we have divided them into four categories: Program, Facilities, Brand Positioning and Employer Outreach. We recognize that all of our recommendations cannot be implemented at once, but offer them looking forward as MXCC grows in size and reputation.

Program Recommendations

1. Annually review job demand for digital capabilities and align programs to provide training where there is the largest need. Right now our research shows the following rank order of demand for positions requiring digital training: *Graphic designer/art director, IT/web developer, multimedia/animator, producer/director, AV equipment and broadcast techs.*
   Programs are already being offered that are appropriate for most of the positions noted above, but the following components are growing rapidly and should be evaluated in terms of course potential for addition or expansion (note – some of these areas overlap):
   a. Animation (particularly for medical animation in CT)
   b. Mobile marketing and mobile app development
   c. Infographics and data visualization
   d. Game design (for training and apps)
   e. Analytics (measurement techniques, tools and effective reporting)
   f. Social media (policy, ethics, setup, implementation, administration, promotions/marketing, measurement)
   g. Digital outbound marketing (banners, search engine marketing, email, mobile, digital media planning/buying, analytics, etc.)
   h. Inbound marketing (content-driven marketing that attracts, converts to leads, closes and builds ambassadors

2. Create a Life Skills course to teach students the fundamental attitudes and skills they will need to be successful in the workplace. In one way or another, virtually every interviewee mentioned this as a critical need!

3. Start a student advertising/PR agency to provide hands-on experience with all aspects of communication.

4. Start student-run radio and TV stations for live real-time experience.

5. Create a broad-based Introduction to New Media to help students evaluate what areas they might be interested in. This program should also be offered on-line as a possible feeder into full matriculation.

6. Create a "What's Hot" course that requires students to research emerging trends, products and software (teaching them how to stay current on new developments), and providing source material for engaging employers and the media.

7. Look at structure of MXCC to make sure that there are no internal barriers to fulfilling the "intersection of art and technology" positioning.

8. In online and printed course descriptions list software programs being taught as well as key equipment being used.

9. Offer training for popular software, both to MXCC graduates as Continuing Educations and to non-graduates as Certificates to reinforce position that MXCC helps you stay current digitally. Promote programs to alumni and employer database.

10. Add Vinal Tech to list of feeder schools to further encourage digital training at the pre-college level with AP-like credits.

11. Explore possibility of offering courses in lower Fairfield County (where a lot of digital jobs exist) either through an arrangement with Norwalk Community College or a campus annex.

Facilities Recommendations

After looking at colleges with leading digital programs and speaking with employers, it has become clear that everyone sees the field as rapidly evolving. The implication of

this is that individually-purposed facilities run the danger of quickly becoming outdated. So, as a general, broad-brush recommendation, all facility design/construction decisions need to be made in the context of a rapidly changing industry and provide for as much flexibility and anticipation of future developments as possible.

Specifically in terms of facilities, we recommend:

1. Flexible (expandable) multiuse space that can be reconfigured quickly, not only for changing times, but also for specific projects.

2. Rooms heavily wired in such a way that equipment can be used in current and possible future configurations.

3. Lots of creative collaborative space using dry erase whiteboard walls to facilitate large format and multi-image projections with the ability to make physical marker notations over projected images.

4. Use of ultra-high-speed fiber optic networks to accommodate the transfer and storage of giant digital files produced in film, animation, etc.

5. Continued use of network-attached storage (NAS) to store student projects and provide potential remote access.

6. Evaluating the network and data transfer feasibility of providing remote access for students to NAS so that they can work on projects from home or other locations.

7. Transitioning from traditional workstations to laptops for routine project work to allow for portability within the college as well as off-site work.

8. Giving students experience in software from all three top digital software suppliers – Apple, Adobe and Avid. In addition, evaluate teaching a similar program to the Quantel suite since ESPN heavily uses it.

9. Moving to cloud-based software where possible to give access to the most current versions of software from multiple locations.

10. Looking at feasibility of using virtual sets for broadcast applications.

11. Creating a physical space that is high tech in appearance with a wow factor. A dramatic entranceway with monitors, plus a glass TV production room are examples.

Brand Positioning Recommendations

The following represent our positioning recommendations:

1. Position MXCC as a solution to the challenge of staying on the cutting edge of change in the digital field – in other words, embrace the opportunity that this chaotic growth creates both with students and with employers
2. Position MXCC as graduating students who:
    - Are at the intersection of art and technology
    - Embrace new technologies and have been trained in the process of constantly upgrading their capabilities
    - Have the life skills to be great employees

Employer Outreach Recommendations

The following represent our employer outreach recommendations for New Media:

1. Continue Advisor's activities.
2. Build a database of employers in state who might employ New Media graduates. Send them periodic digital and printed communications on MXCC activities, events, new developments and students looking for an internship or paid position.
3. Establish regular feature at Middlesex Chamber of Commerce to report findings of "What's Hot" course.
4. Gain additional distribution of content through MXCC branded feature columns/articles in local newspapers/magazines, through a blog, bulletins and periodic emails to potential employers.
5. Make New Media Center more visible on MXCC main site.
6. Create relationship with Vinal Tech as feeder

Appendix A – Detail on College Programs with Photos and Links

The following pages contain detailed information regarding the forty New Media programs researched across the United States.

Vancouver Film School

Viewbook

Vancouver Film School's 13 programs span the entertainment arts. In one year or less, each and every VFS program provides students with a comprehensive, industry-current curriculum that covers both theory and hands-on, practical training.

Programs

3D Animation & Visual Effects

Learn all the tools you'll need to be a 3D artist, as you create a compelling animation, modeling, or visual effects reel. more

Program Requirements

- Successful completion of the VFS Foundation Visual Art & Design program.
  or
- A visual art portfolio of your work that includes life (preferred), still, or character drawings and 3D computer work (maximum 12 pieces total).

Specializations

- **3D Animation Specialization**
  Students specializing in 3D Animation will develop a complete animated film, from concept development through the processes of animation, lighting, texturing, rendering, and sound. more

- **Modeling Specialization**
  In the Modeling stream, students focus on the creation of efficient, production-ready models in a professional demo reel with textures and lighting. more

- **Visual Effects Specialization**
  The Visual Effects (VFX) specialization involves the acquisition of onset data and using it to seamlessly integrate computer models and animation into live action footage, resulting in a VFX shot suitable for inclusion on the student's demo reel. more

Courses

Weeks 1 – 8 (Term 1)
You begin the program by studying both traditional arts and software fundamentals. Traditional subjects provide you with the foundation to work within the computer-generated imagery (CGI) environment and include design, concept development, composition, character design, and 2D animation. You also begin courses in the fundamentals of computer-generated image creation, including the operating environment, 3D animation, 3D modeling, surfacing, and rendering, as well as editing, compositing, and camera for visual effects.

- Concept Development
  - Design 1
- Animation
  - Animation 1
  - Intro to Rigging
- Modeling
  - Modeling 1

    - Surfacing 1
    - Lighting 1
    - Modeling with ZBrush
    - Digital Texture Painting
- Visual Effects & Post-Production
    - Editing
    - Compositing
    - Camera
- Team Building
- History of Animation and VFX

Weeks 9 – 16 (Term 2)
Your studies of 2D animation and design continue as you begin courses in life drawing and texturing and visual storytelling. You are also introduced to character setup and visual effects classes. The study of surfacing, compositing, 3D modeling, and 3D animation continues with intermediate courses. Students are introduced to the three streams for the final project - modeling, animation, and visual effects - in stream workshops with project mentors. You are required to create and propose a pitch document outlining three projects, one of which you will complete in the following terms. A demo reel of your work to-date will be required in your pitch to assess your skills and help guide you to the appropriate stream. Upon completion of Term 2, you will begin to stream into your primary field of study with a secondary stream to support your work.

- Concept Development
    - Design 2
    - Visual Storytelling 1
- Animation
    - Animation 2
    - Rigging 1
    - Life Drawing
- Modeling
    - Modeling 2
    - Surfacing 2
    - Lighting 2
    - Digital Texture Painting
- Visual Effects & Post-Production
    - Editing
    - Compositing
    - Camera
    - Visual Effects

Weeks 17 – 24 (Term 3)
Foundation and intermediate subjects continue, as you incorporate these into a simulated production scenario. With classes in visual storytelling, design, digital compositing, and concept, you are guided through the initial steps on your road to final project creation. By the end of Term 3, students select their prime focus on animation, modeling, or visual effects. Through meetings with program mentors and instructors, you prepare assets, animatics, and shoot plates to launch your studies in the second half of the program. In addition, you also attend a variety of classes that will complement the development of your final project.

- Concept Development
    - Design 3
    - Visual Storytelling 2
    - Concept Development

- Animation
  - Animation 3
  - Rigging 2
  - Acting
- Modeling
  - Modeling 3
  - Surfacing 3
  - Lighting 3
  - Sculpture
- Visual Effects
  - Editing
  - Compositing
  - Matte Painting
  - Visual Effects

Weeks 25 – 32 (Term 4)
The production component of the program takes off as you begin to build a portfolio in your chosen specialty (animation, modeling, or visual effects). All 2D concept project requirements including script, design bible, storyboards, concept drawings, colour palette, 2D and 3D animatics are completed. You start fulfilling scheduling and production requirements on your project, such as modeling, texturing, blocking and posing animations, final plate acquisition, and tracking. Meanwhile, you begin advanced courses that are stream-specific. Students present work for feedback twice a term to a panel of mentors and instructors in a theatre presentation setting. Weekly lab periods and reviews with mentors and instructors provide regular feedback and advice on the final project.

- Concept Development
  - Final Project Development
  - Final Project Presentations
  - Final Development Lab
  - Creative Development
- Animation
  - Advanced Animation 1
  - Acting for Animators 1
- Modeling
  - Advanced Modeling 1
  - Digital Sculpting 1
  - Rigging Workshop
- Visual Effects
  - Advanced Visual Effects 1
  - Advanced Compositing 1

Weeks 33 – 40 (Term 5)
You continue with the production of your project. You are required to maintain a full production schedule under the guidance of your project mentors. Advanced stream courses continue. Theatre presentations, weekly reviews, and meetings with mentors continue.

- Concept Development
  - Final Project Development
  - Final Project Presentations
  - Final Development Lab
- Animation
  - Advanced Animation 2
  - Acting for Animators 2

- Modeling
  - Advanced Modeling 2
  - Digital Sculpting 2
- Visual Effects
  - Advanced Visual Effects 2
  - Advanced Compositing 2

Weeks 41 – 48 (Term 6)
You finalize shots, complete lighting, rendering, visual effects and compositing, and produce the final cut of your reel. Besides the guidance of staff mentors, classes in career preparation provide guidance in preparing resumes, cover letters, and industry practices and ethics. In addition, you work with a sound and post-production team to make creative decisions on the final portfolio output. Your completed portfolio is publicly screened and selected films are distributed to festivals.

- Final Project Development
- Final Project Presentations
- Final Development Lab
- Career Prep
- Final Picture Edit
- Final Sound Edit
- Quality Control

Classical Animation

Study the entire 2D animation process from concept development to finished product, including the creation of your own traditionally animated short film and a Flash film. more

Program Requirements

- Successful completion of the VFS Foundation Visual Art & Design program.
  or
- A visual art portfolio of your work that includes still-life drawings, life drawings, and character sketches (maximum 12 pieces).

Courses

Weeks 1 – 8 (Term 1)
You undertake intensive development in drawing, animation skills, and basic art direction through life drawing, composition and perspective courses. Your drawing skills are refined using live models, and you begin to study proportion, line-of-action, structure, and basic anatomy. Animation study focuses on basic animation, animation assisting, clean-up, and an introduction to doping. You also study character design, foundation film theory, story concept, layout, and the history of animation.

- Animation 1
- Assisting Animation 1
- Character Design 1
- Clean-Up
- Composition
- Film Theory
- History of Animation
- Layout 1 & 2
- Life Drawing
- Perspective

- Camera Technique (non-credit)
- Digicel Training (non-credit)
- Doping Fundamentals (non-credit)
- Story Concept (non-credit)

Weeks 9 – 16 (Term 2)
In this term, you continue developing your drawing skills through life drawing, and expand your study of art direction to include storyboard and background design. You also continue the study of character design and layout, and begin to interpret storyboards, create character model sheets and layout scenes in preparation for a broader animation context. Intermediate animation and effects animation commence along with advanced properties of character animation such as walks, reactions, and rotations.

- Animation 2
- Background Design
- Character Design 2
- Effects Animation 1
- Life Drawing
- Storyboarding 1

Weeks 17 – 24 (Term 3)
Continuing to study life drawing, animation, effects animation, and animation assisting, your focus shifts to more subtle and sophisticated techniques of animating a character's thoughts and emotions through acting principles. You are introduced to doping & slugging and colour theory, along with the process of creating production storyboards.

- Acting for Animators
- Animation 3
- Assisting Animation 2
- Colour Theory
- Effects Animation 2
- Life Drawing
- Storyboarding 2
- Digital Ink and Paint Prep (non-credit)
- Doping and Slugging (non-credit)
- Final Film Concept (non-credit)
- Introduction to Digital Animation (non-credit)

Weeks 25 – 32 (Term 4)
The class moves into the production component of the program as you begin to apply your skills to the production of your graduate animated film project. You develop original concepts through storyboarding, character model sheets, layouts, and final animation artwork for rendering. Your script, production design work, and voice track for lip-synch are completed, as life drawing and advanced animation continue. Each student is assigned a Final Film Project mentor. Regularly scheduled production meetings as well as theatre presentations provide feedback from instructors as well as the department head.

- Animation 4
- Final Film Project
- Life Drawing
- Layout Recap (non-credit)
- Art Direction (non-credit)
- Premiere (non-credit)
- Sound Breakdown (non-credit)

- Voiceover Prep & Voiceover Recording (non-credit)

Weeks 33 – 40 (Term 5)
As you make progress on your animated short film, you move from animation to the digital ink and paint phase of production. A focus on art direction and final look development is incorporated with digital training. Computer applications that provide you with rendering, camera moves, effects, and compositing are used as you digitize and finish the films. Regularly scheduled production meetings as well as theatre presentations continue to provide feedback from instructors as well as the department head.

- Final Project Production
- Digital Ink and Paint
- Animation Check (non-credit)

Weeks 41 – 48 (Term 6)
Completing post-production on your short film, you assemble a traditional animation portfolio in preparation for graduation. In the last four weeks, you are introduced to Flash, an animation software package currently being used by many animation studios worldwide. You get the opportunity to work either in a crew setting or independently on a Flash production. Both your final film and Flash projects are shown at graduation, which is often attended by industry. Many students' films are sent to international festivals where they are viewed by numerous industry professionals and win significant awards.

- 2D Digital Animation
- Art Direction (non-credit)
- Portfolio Preparation & Review (non-credit)
- Sound (non-credit)

Digital Character Animation

An advanced six-month production program for experienced 3D and classical animators looking to refine their skills in character animation as they create their own character-based film. more

Program Requirements

- A visual art portfolio of your work that includes life (preferred), or character drawings and 3D computer work (maximum 12 pieces). As this is an advanced program, your 3D work must prove that you currently have sufficient skills to excel in the program.
  or
- Successful completion of the VFS Classical Animation program.

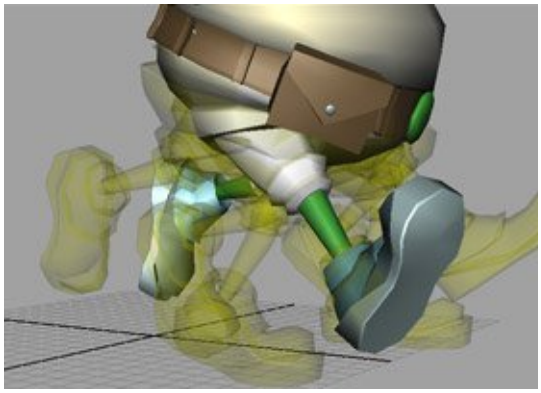
Courses

Weeks 1 – 8 (Term 1)
This initial term provides you with a comprehensive introduction to Autodesk Maya software. 3D courses focus on modeling, texturing, lighting, rendering, and animation in Autodesk Maya; you also study acting as it applies to 3D characters. Drawing on your knowledge of animation, you are guided through a concept development process involving story development, visual research, storyboard, character design, set design, and prop design. You begin developing your final portfolio projects, and your proposals are presented to a formal concept review panel for approval.

- Animation 1
- Modeling 1
- Concept Development

- Texturing/Rendering
- Acting for Animation (non-credit)
- Intro to Autodesk Maya (non-credit)
- Intro to Windows (non-credit)
- Modeling Mentor (non-credit)
- Practical Character Animation (non-credit)

Weeks 9 – 16 (Term 2)
In this term students pursue 3D applications and more advanced Autodesk Maya tools and techniques. Topics include Advanced Animation Tools, Rendering, Renderman, and MEL Scripting. Digital compositing is also introduced. More time is spent working on pre-production components for your final portfolio projects. You complete all the 2D concept project requirements including script, design booklet, storyboards, concept drawings, color palette, and 2D and 3D animatics. Following approval, you complete all pre-production requirements for your 3D productions, including modeling, texturing, character testing, and look development in preparation for full production in Term 3. Study continues of specialized traditional subjects including cinematography. You are introduced to lighting, camera theory, and colour theory.



- Animation 2
- Autodesk Maya Dynamics
- Cinematography
- Advanced Rendering (non-credit)
- Animation Mentor (non-credit)

Weeks 17 – 23 (Term 3)
Under the supervision of instructors and industry mentors, you move into full production of your final individual portfolio projects. You follow a production schedule and deliver shots by specified deadlines, as you would in a studio production environment. At the end of the term, you work with sound and post-production teams to finish your final demo reel.

- Final Film Production
- Interview Skills (non-credit)
- Film Mentor (non-credit)
- Weekly Reviews (non-credit)

Digital Design

Refine your design work, creating an innovative portfolio while providing your industry clients with the most elegant solutions for their needs. more

Program Requirements

- Successful completion of the VFS Foundation Visual Art & Design program.
  or
- A portfolio of digital and visual work including any combination of photography, audio, video, or interactive work (maximum 12 pieces).

Courses

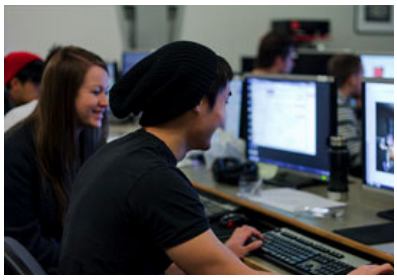
Creating a Design Core – Terms 1-3 (6 months)

In the first half of the year, we provide you with a strong foundation in the ABC's of Digital Design. You learn why it is important to understand the core motivations of your Audience, and to create desirable products that meet both their current and future needs. You learn to navigate and manage the technical constraints of a project while considering business and Brands. You also learn the latest design tools, techniques and approaches that increase your capacity for design and your ability to execute larger more complex projects.

Weeks 1 – 8 (Term 1) Understanding Fundamental Design Approaches

Term 1 immerses you in the skills, theories, and techniques you need for understanding the fundamentals of Digital Design. You learn to apply iterative design approaches and treatments in relation to multiple mediums. Core competencies are built for identifying target audiences, pitching concepts, pre-visualization, composition, storytelling, HTML & CSS developmental constraints, interactive principles, and postproduction workflows. You develop a solid understanding of the tools, approaches and career opportunities within the three focus areas: Communication, Interactive, and Motion Design.

- User Experience
- Storyboarding & Pre-visualization
- Motion Design 1: Animation & Basic Effects
- Communication Design 1: Core Principles
- Interface Development 1: Web Fundamentals
- Interactive Design 1: Interface Principles
- 2D Graphics 1: Photoshop
- Industry & Career Preparation 1: Career Opportunities
- Project Management 1: Presentations & Team Dynamics



Weeks 9-16 (Term 2) Managing More Complex Technical Projects

Term 2 extends your knowledge into ideation techniques, interactive architectures, and the application of visual design principles. You learn the fundamentals of typography and print design, and gain knowledge of project management, social media and blogging essentials. You focus on responsive design by creating and interpreting wireframes, producing interface designs reflective of the tone, language and style of your project. You are able to consider more sophisticated technical constraints by expanding your understanding of HTML and CSS, along with a more advanced emphasis on lighting, chroma keying and advanced animation techniques for motion design. Here, you'll produce your first portfolio pieces and participate in your first Digital Design Slam, working with teams made up of students from all levels of the program to produce exceptional results within a tight, focused timeframe.

- Information Architecture 1: Fundamentals & Web
- Interaction Design 2: Web & Devices
- Interface Development 2: CSS & WordPress
- Motion Design 2: Light, Camera, Interpolation
- Creative Methodologies 1: Applying Design Frameworks
- Communication Design 2: Typography
- 2D Graphics 2: Illustrator
- Industry & Career Prep 2: Establishing a Voice
- Project Management 2: Traditional Frameworks

Weeks 17-24 (Term 3) Creating Big Ideas within Design Constraints

In Term 3, you delve into more advanced topics using increasingly more sophisticated tools and design processes. You undertake a major client, partnering with a local or international non-profit

organization. You learn to manage these projects through the use of agile project management techniques and scrum management. You continue to build your portfolio by delivering three additional individual projects: 1) A branding project that tackles strategies around local business; 2) A motion broadcast package; and 3) An information design for mobile and tablet devices. You also pay visits to various local design agencies and have your first exposure to creative talent recruiters.

- Creative Methodologies 2 : Graduate Project Definition
- Big Idea, Clients & Collaborations
- Communication Design 3: Branding
- 2D Graphics 3 : InDesign - Publishing & Editorial Layouts
- Information Architecture 2 : Responsive & Mobile Devices
- Motion Design 3 : Broadcast Packages
- 3D Graphics 1 : Modeling & Materials in Cinema 4D
- Industry & Career Preparation 3 : Design Career Paths
- Project Management 3 : Agile Methodologies

Master Classes in Design – Terms 4-6 (6 months)

In the second half of the year, you set your own direction, as VFS provides you the opportunity to build valuable skills and create portfolio pieces in three areas of specialization: Communication, Interactive, & Motion Design. You tackle more sophisticated and technically complex projects, while defining and executing your graduate project. We round-out the year with a 5-week Employment Boot Camp, where you are exposed to a number of influential industry members as you focus on preparing and networking your way into your dream job.

Weeks 25-32 (Term 4) Specialization & Expanding Your Portfolio

Term 4 concentrates on advanced classes emphasizing core concepts while enabling you to create more work for your portfolio. You have the option of extending your knowledge of branding, reinforcing motion design principles by creating a title sequence, traveling deeper into the z-space with 3D, or learning how to consider complex systems and identify contextual design opportunities as your interactive mind grows to consider the macro level. In addition, you partner with the Head of Department (HOD) to identify portfolio gaps. While refining your pitching skills, eventually, you're paired with an industry mentor to help tackle your graduate project, which will serve as the cornerstone to your Digital Design portfolio.

- Project Management 4: Graduate Project Planning
- Industry & Career Preparation 4: Art of Pitching
- 2D Graphics 4 (elective): Photoshop & Illustrator on Trend
- Communication Design 4 (elective): Advanced Branding & Il
- Interface Development 3 (elective): JQuery & JavaScript
- Interactive Design 3 (elective): Systems Thinking
- Motion Design 4 (elective): Title Sequences
- 3D Graphics 2 (elective): Dynamics and Mograph

Weeks 33-40 (Term 5) Building & Refining Graduate Projects

Term 5 focuses your studies to match a specific career profile: Communication Designer, Information Architect, Interactive Designer, Motion Designer or Project Manager. You work one-on-one each week with your industry or faculty mentor to bring your graduate project to completion. By executing a comprehensive design brief, you are exposed to the intricacies of studio-scale productions. Electives in this term give you the advanced techniques to shine in the industry while also affording you the chance to get additional assistance with your final project. Course content includes: The application of game design principles to create tiers of rich and rewarding systems; Integration of 2D & 3D motion mediums to create more dynamic and emotional experiences; The transformation of brand strategies into beautiful packaging projects; and Experimentation within core design tools to aid in defining personal styles.

- 2D Graphics 5 (elective): Experimental Practices
- Communication Design 5 (elective): Packaging
- Interface Development 4 (elective): Trends in Development
- Interactive Design 4 (elective): Gamification of Life
- Motion Design 5 (elective): 3D & 2D Integration
- 3D Graphics 3 (elective): Composition & Integration
- Project Management 5: Graduate Project Development
- Industry & Career Preparation 5: Personal Brands

Weeks 41-48 (Term 6) Building an Employment Launchpad
Your final term focuses on you and your professional status in the industry. Working with experts in portfolio development, employment strategy, and the business, law, and ethics of design, you develop and create your own unique professional identity, and begin a dialogue with outside companies. In the portfolio review session, you work directly with outside industry experts to refine both your portfolio and your communications strategy, giving you the best possible launch pad for your design career. Your student journey culminates with Appetizers, our networking event, which brings you face to face with the design industry that wants to meet you.

- Theoretical Approaches (elective)
- Stop Motion (elective)
- Business, Law & Ethics
- Portfolio Development
- Project Management 6: Project Refinement
- Industry & Career Preparation 6: Employment Launchpad

Film Production

Learn directing, producing, cinematography, screenwriting, art direction, and editing, as you collaborate on dramatic films. more

Program Requirements

- Successful completion of the VFS Foundation Visual Art & Design program.
  or
- A 1-page (maximum) synopsis of a film project that you are passionate about making. Provide the film genre and utilize references to other movies to explain how you would make the film.

Courses

Weeks 1 – 8 (Term 1)
In your first term, you learn the fundamentals and explore the possibilities of storytelling, giving you both the narrative craft and visual techniques necessary to bring a story to life on the screen. You learn the basics of the five key filmmaking disciplines – Directing, Producing, Production Design, Cinematography, and Post-Production – as well as film theory essentials. You're introduced to the demands of assistant directing and get firsthand experience in the script development process. Finally, you develop teamwork and collaboration skills that prepare you to work effectively with your fellow filmmakers, as you take on six different crew roles on six short productions, and the creative leadership of one of them.

- Assistant Directing 1
- Cinematography 1
- Directing 1
- Film Theory 1
- Post-Production 1

- Producing 1
- Production Design 1
- Production Techniques 1
- Script Development 1
- Teambuilding

Weeks 9 – 16 (Term 2)
Fresh from your first intensive filmmaking experience, you expand your technical knowledge while learning to collaborate with outside writers. You learn how actors think, how sets are designed and constructed, and how dramatic lighting can change the emotional effect of a scene. In Post-Production, you edit the film you shot in Term 1, as well as add titles, sound effects, and music on your way to bringing the finished film to the screen. Finally, you bring all your skills together on the set of the Studio Intensive, working with instructors and a crew to experience full-scale studio production.

- Assistant Directing 2
- Cinematography 2
- Directing 2
- Film Theory 2
- Post-Production 2
- Producing 2
- Production Design 2
- Production Techniques 2
- Script Collaboration
- Script Development 2
- Visual Effects

Weeks 17 – 24 (Term 3)
This term is about facing down some of the biggest challenges in filmmaking – and succeeding. You take on productions of rapidly increasing technical sophistication and difficulty, as you learn to blend location, studio, and green screen shoots and leverage cutting-edge technology to support your vision and broaden your creative options. You work as both a leader and a specialist on visual effects shoots, navigate the complexities of working with outside collaborators, manage larger crews, and make the most of limited production resources. By the end of this term, you have more credits to your name – and the sort of hard-won experience you'll need in your final three terms.

- Cinematography 3
- Directing 3
- Post-Production 3
- Producing 3
- Production Design 3
- Production Techniques 3
- Project Production

Weeks 25 – 32 (Term 4)
Now that you've experienced all of filmmaking's major disciplines – Directing, Producing, Production Design, Cinematography, and Post-Production – you choose two as your professional specializations. Advanced courses in each of these two disciplines challenge you both artistically and technically. You prepare for final projects by working in crew roles on two films led by the senior class, gaining more on-set experience and a unique opportunity to see what's ahead. You work with faculty to develop a proposal for the project you want to pitch for next term's Final Projects; the process is competitive, just like it is in the industry, and the projects selected are those that provide the best educational and

production experience for you and your classmates. By the end of the term you're ready to enter the most intense production experience of your life.

- Advanced Cinematography 1 & 2
- Advanced Directing 1 & 2
- Advanced Post-Production 1 & 2
- Advanced Producing 1 & 2
- Advanced Production Design 1 & 2
- Project Development 1

Weeks 33 – 40 (Term 5)
You've begun establishing your personal expertise in your specializations, and now it's time to delve deeper into the life of the filmmaker. You take a break from the classroom this term and dedicate the majority of your time and energy to Final Projects, high-quality short films that form the cornerstone of every student's professional reel. You take on at least two key roles in six productions, and are now completely responsible for everything that entails. The success of the film depends on you. You're mentored by film industry professionals as you manage big crews of 15 people or more, and work with higher-end equipment as you hurtle toward your film's premiere and graduation day.

- Employment Prep 1
- Film Theory 3
- Project Development 2
- Final Project Production

Weeks 41 – 48 (Term 6)
Everything you've learned culminates here. The last term is about making your final transformation from student to professional. You've matured both creatively and technically, and your production experience means you've proven yourself in the trenches. In this term, you assemble everything you've achieved throughout your year into finished demo reels that showcase your best work. You focus your career strategy and continue to build on your knowledge with advanced special topic courses in your areas of specialization – all aimed at giving you every advantage in the industry. Your year at VFS builds up to a screening of your work in a movie theatre – and the one-of-a-kind thrill of seeing your work on the big screen with an audience.

- Employment Prep 2
- Portfolio Development
- Advanced Lectures
- Final Project Post-Production

Game Design

Study all aspects of game design, from visual storytelling to level design to the production process, as you collaborate to create a playable game. more

Program Requirements

- Successful completion of the VFS Foundation Visual Art & Design program.
  or
- A 1-page (maximum) synopsis of a game that you are passionate about creating. Explain the concept, vision or idea. Include the genre of game you would utilize.

Courses

Weeks 1 – 8 (Term 1)

The first term exposes you to the essentials of the field, starting with an industry overview in game production and establishing fundamentals in game theory, pre-production techniques, and storytelling. Technical disciplines are introduced, including the basics of game art and the first in a series of courses on level design and coding.

- Analog Game Theory
- Game Theory Practical
- Pre-Production Techniques
- Storytelling
- Presentation Skills
- Game Production
- Level Design 1
- Programming 1
- Game Art 1
- Cinematics

Weeks 9 – 16 (Term 2)
The second term builds on your game theory foundation and also introduces game mechanics into the designer's toolbox. Along with learning to work effectively in teams, the specialized aspect of game design continues with level design, game art using ZBrush, critical analysis and coding in Flash. This programming language will allow the designers to create their own mini-games.

- Digital Game Theory
- Game Theory Practical
- Game Mechanics
- Critical Analysis
- Presentation Skills
- Team Management
- Level Design 2
- Unity 1
- Game Art 2
- Flash Project

Weeks 17 –24 (Term 3)
In Term 3, you shift from theoretical to practical work with advanced design documentation and designing front-end interfaces (e.g., menus), along with learning the differences in design for mobile and handheld devices. You also continue specializing in two of three core disciplines: Coding, Game Art, and Level Design.

- Detailed Design Docs
- Mobile/Social Design
- Game Interface Design
- Interactive Narrative
- Level Design 3
- Mission Design
- Programming 2
- 3D Modeling 1
- Environment & Lighting
- Flash Project

Weeks 25 –32 (Term 4)
Term 4 courses solidify your training in your two specializations as your design tool kit expands with online/multiplayer design. The core aspect of Term 4 is a shift to focusing on the design of your final project, a major team-based project that will be completed over the final three terms. Along with a

course in project management to develop your planning skills and a technical design course focused on "how to build it", the mentored project design course is where your team prepares the materials needed to create a game, leading into building your final project in the last two terms.

- Online/Multiplayer Design
- Creative Writing
- Project Management
- Technical Design
- Environmental Level Design
- Unity 2
- HTML 5
- 3D Modeling 2
- Project Design

Weeks 33 –40 (Term 5)
The majority of Term 5 focuses on the student production cycle. Guided by mentors carefully selected from local development studios, student teams conceive, plan, and execute game design projects. While these projects build directly on theories and techniques learned earlier in the program, projects may range from detailed level modifications to mini-games to highly experimental interactive narrative experiences. "Going indie" is another key opportunity for game designers, which is part of the Business of Games course.

- Business of Games
- Presentation Skills
- QA for Games
- Project Development

Weeks 41 – 48 (Term 6)
Term 6 wraps up your VFS experience and prepares you for graduation. You complete your project development and evaluate the process with a post-mortem analysis. You will pull all the work you have created over the year into a professional portfolio and gallery of visual assets. At the same time you are mentored through industry preparation including corporate research and interview training.

- Presentation Skills
- Project Development
- Post-Mortem Analysis
- Portfolio Preparation
- Employment Preparation

Sound Design for Visual Media

Develop skills in editing, recording, and mixing to create and design sounds to match images in film, animation, and video games. more

Program Requirements

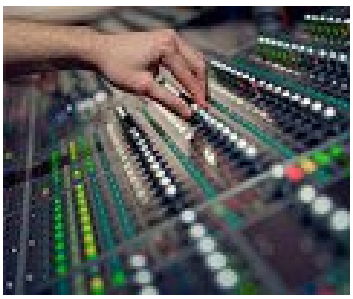
- Successful completion of the VFS Foundation Visual Art & Design program.
  or
- A maximum 500-word letter of intent on why you wish to take the Sound Design program.

Courses

Weeks 1 – 8 (Term 1)

You begin by developing a conceptual framework in sound design, and put into practice the physical basis of audio, the psychology of sound, synthesis fundamentals, analog signal flow, film concepts, and recording. You will also become familiar with the main audio tool of the industry, Pro Tools.

- Intro to Film Sound Concepts
- Intro to Mixing
- Intro to Portable Recording
- Intro to Post Recording
- Intro to Pro Tools
- Intro to Sound
- Post Recording 2
- Portable Recording 2



Weeks 9 – 16 (Term 2)
Building on the theory and tools in Term 1, Term 2 will see you begin to implement concepts. You will learn the basics of audio editing for film sound, such as background or ambience editing, Foley editing, dialogue editing, and sound effects editing. This term also introduces video game audio and its unique challenges in using sound. Other introductory classes include MIDI & Synthesis, Music Editing, and Intro to Sound Designing. You will build on your recording skills by using higher-end portable recorders and microphones and going onto film sets to act as production mixers and boom operators.

- Intro to Game Audio
- Intro to MIDI and Synthesis
- Intro to Post Audio Editing
- Mixing 2
- Post Recording 3
- Intro to Sound Designing
- Production Sound Mixing

Weeks 17 – 24 (Term 3)
This term builds on the previous terms' post-production and game audio courses by engaging you in more complex techniques and concepts. You will reinforce fundamentals through in-depth instruction in Max and Sound Designing 2, preparing you to work on games and films created by the Film Production program and Game Design campus. You will also gain access to mix labs with Pro Tools HD3 and Control 24s.

- Game Audio 2
- Intro to Max/MSP
- Music Editing
- Post Editing 2
- Sound Designing 2
- Protools 2
- Mixing 3

Weeks 25 – 32 (Term 4)
You will explore advanced post-production through practical sound editing, synchronization, and intro to post-production mixing. You will learn advanced game audio techniques and tools such as Wwise.

- Post Audio Editing 3
- Synchronization
- Intro to Post Mixing
- Post Mixing 2
- Game Audio 3

- Sound Designing 3

Weeks 33 – 40 (Term 5)
A primary focus of Term 5 is instruction in large-scale film mixing in a true 5.1 re-recording mix stage. Understanding how the whole system is set up, and the workflows of such systems, is vital to understanding how films are mixed. This includes the specialized training required to operate Avid's large-scale mixing consoles, such as the ICON D-Control ES. You will observe and practice true re-recording mixing by mixing student films created by the Film Production program, and continue your progress with more game audio classes.

- Game Audio 4
- Post Mixing 3
- Intro to Professional Skills

Weeks 41 – 48 (Term 6)
To prepare for graduation, you will complete audio for your final post-production audio project and author your portfolio on DVD. Your final post-production project is presented to a jury of industry experts and you will field questions related to your work. You will also create original sounds for an Electronic Arts game using a proprietary Electronic Arts tool which can be demonstrated in your portfolio. Finally, you are provided with necessary professional skills, such as resume writing and the basics of business, to help you launch your career after graduation.

- Final Post-Production Audio Project
- Final Game Audio Project
- Professional Skills 2
- Portfolio Production

Writing for Film & Television

Write, workshop, and collaborate on a variety of storytelling forms, including feature and short scripts, episodic TV scripts, sketch comedy, and web series. more

Program Requirements

- Successful completion of the VFS Foundation Visual Art & Design program.
  or
- A 1-page (maximum) synopsis of a feature film or television project that you are passionate about making.

Courses

Weeks 1 – 8 (Term 1)
This first term gives you a foundational sense of story structure, character, form, and genre, and provides the basic tools and resources you need for the year. You begin to develop your portfolio by writing a short script for a 10-minute film, develop characters for your first feature script, and brainstorm ideas for your TV Spec script.

- Biz Pitching
- Biz Format
- Character
- Dialogue

- Script Genre 1 - Script Structure
- Short Script 1
- Story
- Writing with Style
- Feature Development
- Cinematic Ideas

Weeks 9 – 16 (Term 2)
As you continue to strengthen your storytelling skills, you will begin building the foundations of your first feature script and continue to write your TV Spec script. You also hone your dialogue skills and focus on the first act of screenplay structure. You may also choose to take your first elective in writing for animation.

- Script Genre 2 - Crime
- TV Spec
- Writing for Animation

Weeks 17 – 24 (Term 3)
In this term you apply your foundational understanding of story, character, and dialogue to three major projects: a feature script, a portfolio of comedy sketches, and your produced short film, also known as your portfolio short.

- Feature Script
- Script Genre - Comedy
- Sketch Comedy
- Film Theory

Weeks 25 – 32 (Term 4)
In term 4, you decide what you will focus on for your final project - either Feature Films or Television. Students are streamed into one or the other but also have the option of taking electives as well as certain classes from the other stream.

- Final Feature Project
- Portfolio Shorts
- Script Genre - Sci-Fi / Fantasy
- The Second Act
- Sketch Comedy
- Story Editing (Film Stream)
- TV History (1950s-60s)
- TV Pilot 1
- TV Rewrites
- Writing Movies of the Week

Weeks 33 – 40 (Term 5)
As you move into the final terms of the program, you continue to narrow the focus of your writing. You may choose to take electives on writing for comics, video games, or writing for commercials as you begin to write either a second feature or TV pilot for your final project.

- Advanced TV Spec
- Feature Rewrites
- Final Feature Project 2
- Script Genre - Action
- Writing for Comic Books
- Writing for Commercials

- Writing for Games
- Writing for Web Series
- TV History 2 (1970s-80s)
- TV Pilot 2
- Film Collaboration
- Visual Storytelling
- Story Editing (TV Stream)

Weeks 41 – 48 (Term 6)
In the final term, students finish up their final projects, and may take courses in entertainment journalism and video game writing to help with employability after leaving the program. To help you make the transition to writing professionally, the end of the term is devoted to learning the business of writing including promotional skills and dealing with agents, managers, and producers.

- Acting for Writers
- Adaptation
- Advanced TV Spec 2
- Career Launch
- Final Feature Project
- Journalism
- Script Genre - Auteur
- TV History 3 (1990s-Present Day)
- TV Pilot 3
- Writing for Web Series

Foundation Visual Art & Design

Combine traditional theories with training in modern visual media like film, animation, and digital technologies. Grow as an artist while preparing for other VFS production programs. more

Program Requirements

- No program-specific entrance requirements. Designed for novice art, design, and media enthusiasts who are passionate about working hard to cultivate creative excellence.

Courses

Weeks 1 – 8 (Term 1)
You are introduced to drawing skills, computer, and lens-based skills as a basis for creative development. Through hands-on design work, presentation and critique, you explore and validate formal aspects of 2D composition. Communication using images in sequence are also introduced as key creative strategies. You also begin investigating the broad sweep of art, design and media history and are shown the importance of media theory and criticism.

- Drawing 1
- Digital Essentials
- Lens-Based Media
- 2D Design 1 - Composition
- Sequential Media
- Colour Theory
- Visual Communication 1
- Art & Creativity 1
- Acting

Weeks 9 – 16 (Term 2)
You further explore the themes and subject matter introduced in Term one. You will begin studies in Digital Media creation and Media editing. You continue to study art, psychology of art, design, and media history. You further widen your creative and expressive horizons with classes in Writing and Drawing.

- Drawing 2
- Interactive Design
- 2D Design 2 - Perspective
- Media Production 1 - Edit
- Media Production 2 - Photoshop/Illustrator
- Visual Communication 2
- Psychology & Art
- Writing 1
- Art & Creativity 2

Weeks 17 – 24 (Term 3)
Motion graphics, video, and animation now play a large role as you continue to develop your skills and abilities through the application of principles of Media Production and the on-going study of computer software. As Drawing classes continue, principles of animation, communication and expression through perceived motion are explored. Presentation, critique, creative process and conceptual development continue to play an important role as you move closer to the selection of a specialized stream.

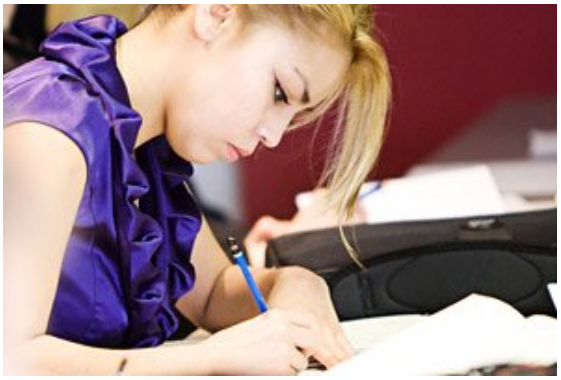
- Drawing 3
- Motion Design 1
- Classical Animation 1
- Maya 1
- Storyboard
- Human-Centred Innovation
- Writing 2
- Art & Creativity 3

Weeks 25 –32 (Term 4)
You are guided to complete a personal project at the end of Term which will draw from all of the skills and methodologies gained during the first three terms, along with new skills and methodologies introduced in continuing classes. You explore creativity in various forms. Industry orientation presentations provide you with context to help you select your stream (specialization).

- Drawing 4
- Final Project
- Flash 1
- Cinematography 1
- Writing 3
- Career Orientation
- Art & Creativity 4
- Discovery Project

Weeks 33 – 40 (Term 5)
You specialize by choosing one of three streams: Digital Design, Classical and 3D Animation, or Film, and begin pre-production on your stream final project. Specialized courses deal with the fundamental aspects of creativity and production within a chosen stream.

- Film Stream
  - Sound Design
  - Directing
  - Cinematography 2
- Animation Stream
  - Classical Animation 2
  - Maya 2
  - Writing & Production for Comics
- Digital Design Stream
  - Motion Design 2
  - Flash 2



Weeks 41 – 48 (Term 6)
Students create and complete their Stream Projects, and complete their final portfolios, websites, or show reels in preparation for graduation. Work is presented for final critique and grading.

- Final Presentation
- Stream Project Mentor

University of California – Los Angeles (UCLA)

Viewbook

Design Media Arts

The UCLA Department of Design Media Arts (DMA) offers a comprehensive, multidisciplinary approach to media creation that fosters individual exploration and innovative thinking. Within the context of the department, design is a process and way of thinking, and media arts foreground experimental media creation. The results emerge in and on books, galleries, game consoles, installations, films, magazines, performances, public spaces, televisions, and websites. We strive to create socially and culturally relevant objects, experiences, and spaces.

- **BA in Design Media Arts**
  The Design Media Arts (DMA) undergraduate program emphasizes innovative creation with digital and mass media within the context of a public research university. The curriculum features a solid foundation in form, color, space, motion, typography, and interactivity, followed by a broad selection of area studies courses in video, visual communication, network media, game design, and narrative. The program culminates with the Senior Projects classes where each student defines her own senior project based on her individual interests within the areas of interactivity and games, video and animation, and visual communication and image. This uniquely challenging and diverse program invites students to balance aesthetic sensibility with logical reasoning, formal theories with practical application, and contemporary thought with historical perspective. Most courses are taught as studios of no more than twenty-four students, which encourage individual growth and fosters a sense of community within the department.

  Rather than focusing on narrow professional development, our curriculum fosters experimentation across a range of different media. We privilege a social outlook, process, experimentation, and personal growth over conservatism and commercialism and we search for students who share the same goals. We strive to provide a broad education that encourages young people to make new connections, to analyze complex situations, and to think critically.

- **Undergraduate Admissions**
  The Department of Design Media Arts only accepts freshman and transfer applications for the fall quarter of each academic year.

- **Portfolio Requirements**
  All applicants must submit original work. You are required to submit in all four categories. These areas are an opportunity for you to show off your creativity. Surprise us! Delight us! Challenge us!

- **Course List**
  Preparation for the Major, The Major, Special Topics, Senior Project

- **Course Descriptions**

Film, TV & Digital Media

Consistently ranked as one of the top elite entertainment and performing arts institutions in the world, the School of Theater, Film, and Television offers an innovative curriculum that integrates the study and creation of live performance, film, television and the digital arts. Our distinguished graduate and undergraduate programs include acting, directing, writing, producing, animation, cinematography, lighting design, set design, costume design, sound design, Moving Image Archive Studies, and offers PhDs in Theater and Performance Studies and Cinema & Media Studies.

UCLA's Department of Film, Television, and Digital Media offers programs of study in the history and theory, as well as the creative and technical aspects of the moving image. The department provides a scholarly, creative, and professional approach to the study of these media and seeks to help each student discover his or her powers as an independent artist and communicator. Outstanding programs range from screenwriting to animation to directing to producing.

- **BA in Film**
  The Bachelor of Arts Degree in Film and Television is a two year, upper division program for students who have completed two years of general college studies. The program provides an education in the history and theory of these art forms and basic learning experiences in production within the context of a liberal arts education. A wide range of courses are offered in three distinct areas: cinema and media studies-the history, theory, and aesthetics of both film and television; production-film, television (studio and field), digital, experimental, and animation; and film and television craft-writing, directing, photography, sound recording, and editing.

  - **Undergraduate Admissions**
    The Bachelor of Arts in Film and Television is a two year, upper division program for students who have completed two years of general college studies. We do not admit at the freshman level.

  - **Course List**
    Preparation for the Major, Major Requirements

  - **Course Descriptions**

University of Southern California (USC)

Cinematic Arts
Catalogue

The mission of the USC School of Cinematic Arts is to develop and articulate the creative, scholarly and entrepreneurial principles and practices of film, television and interactive media, and in doing so inspire and prepare the women and men who will become leaders in the field.

John C. Hench Division of Animation & Digital Arts

The John C. Hench Division of Animation and Digital Arts is an international and multi-cultural program focusing on animation in all its forms. The fundamental philosophy of the program strongly encourages innovation and experimentation, and it emphasizes imagination, creativity, and critical thinking.

John C. Hench confers with Walt Disney, Circa

- **BA in Animation & Digital Arts**
  The Bachelor of Arts in Animation & Digital Arts is a unique four-year program granted through the College of Letters, Arts & Sciences in conjunction with the School of Cinematic Arts. Students study within the framework that combines a broad liberal arts background with specialization in a profession. Areas of concentration might include character animation, experimental animation, visual effects, 3D computer animation, science visualization and interactive animation.

  - **Undergraduate Degree Requirements**
    The Bachelor of Arts in Animation and Digital Arts is a unique four-year program granted through the USC Dornsife College of Letters, Arts and Sciences in conjunction with the School of Cinematic Arts.

  - **Course List**
    Required courses

  - **Course Descriptions**
    Courses currently offered by Hench-DADA. (ANIMATION CTAN)

Interactive Media & Games

Division

The Interactive Media & Games Division in the USC School of Cinematic Arts is a vibrant community of students and faculty dedicated to providing leadership in the education, creation, study and research of interactive media and digital arts.

Students emerge as thought leaders, fluent in many forms of media, with the sophistication to design and create innovative experiences that expand the state of interactive art and play. The multidisciplinary faculty - composed of artists, industry professionals, and researchers - creates digital media scholarship, media art, games, and experiences that integrate and impact the world at large.

The Princeton Review has recognized USC as the #1 game design programs in North America for the past three years.

- **BA in Interactive Media**
  The Bachelor of Arts in Interactive Entertainment combines a broad liberal arts background with specialization in the design of games and interactive entertainment. Students make interactive projects at all levels of the program, gaining hands-on skills across a range of digital media arts. Hands-on skills are taught within a vibrant community of thought that explores new models of interactivity as well as emerging markets and platforms for playful media. Emphasis is placed on collaboration, teambuilding, innovation and creative leadership.

  - **Undergraduate Degree Requirements**
    The Bachelor of Arts in Interactive Entertainment is granted through the USC Dornsife College of Letters, Arts and Sciences in conjunction with the School of Cinematic Arts.
  - **Course List**
    Required courses
  - **Course Descriptions**

Film & Television Production

Cinema is the pre-eminent art form of our time; it has an enormous impact on our world, with the power to change consciousness and shape world culture, and the Division of Film & Television Production plunges students into the entire creative process. Here, students learn all aspects of the art of storytelling and develop the ability to take audiences on emotional journeys using a wide array of cinematic skills. During their time here, our outstanding women and men learn to access this unique power by working in many forms, from traditional large-screen films to those designed for the smallest cell phone screen, to television in multiple formats.

- **BA in Cinematic Arts**
  The Bachelor of Arts in Cinematic Arts with a track in production is granted through the College of Letters, Arts & Sciences in conjunction with the School of Cinematic Arts. Students study within a framework which combines a broad liberal arts background with specialization in a profession. Bachelor of Arts students are enrolled in the College of Letters, Arts & Sciences, where they take their pre-professional courses, including the general education requirements. Major courses are selected from the curriculum of the School of Cinematic Arts.

  - **Undergraduate Degree Requirements**
    The Bachelor of Arts in Cinematic Arts, Film and Television Production is granted through the USC Dornsife College of Letters, Arts and Sciences in conjunction with the School of Cinematic Arts.
  - **Course List**
    Required courses
  - **Course Descriptions**

- **BFA in Cinematic Arts, Film and Television Production**
  The Bachelor of Fine Arts in Cinematic Arts, Film and Television Production is a unique four-year

program offered by the School of Cinematic Arts that combines a liberal arts background with comprehensive specialization in a profession. Students are provided an intensive production experience with requirements and electives from other School of Cinematic Arts programs, including Critical Studies, Writing, Animation and Interactive Media.

- **Undergraduate Degree Requirements**
  The Bachelor of Fine Arts in Cinematic Arts, Film and Television Production is a unique four-year program offered by the School of Cinematic Arts.

- **Course List**
  Required courses

- **Course Descriptions**

Academy of Art University

Viewbook

Programs

Advertising
In the School of Advertising, students learn to utilize communication technologies and strategies to convey unique and engaging ideas that resonate in the hearts and minds of people.

- **Associate of Arts**
  The Associate of Arts degree provides students with an introduction to a particular field of study in art and design with a firm foundation in the concepts and problem-solving skills of that field.

  Requirements/Course List
  - Sample AA Advertising Degree Breakdown
  - Liberal Arts Requirements

  - **Course Descriptions**

- **Bachelor of Fine Arts**
  Rooted in practical skills and professional knowledge, the BFA degree provides students with a disciplined approach to the study of Advertising.

  Requirements/Course List
  - Sample BFA Advertising Degree Breakdown
  - Liberal Arts Requirements

  - **Course Descriptions**

Animation & Visual Effects
The Academy is a creative hub, bursting with innovation in classical animation, storyboarding, 3D animation modeling, experimental animation, special effects, and more.

- **Associate of Arts**
  Animation involves equal parts technical knowledge, drawing skills and imagination. At Academy of Art University, you can specialize in either traditional or 3D animation. Your instructors will be professional animators who will make sure you graduate with the versatility to move between pencil and mouse.

  Requirements/Course List
  - Sample AA Animation & Visual Effects – 3D Modeling Breakdown
  - Sample AA Animation & Visual Effects – Classical Breakdown
  - Sample AA Animation & Visual Effects – Storyboard Breakdown
  - Sample AA Animation & Visual Effects – Visual Effects Breakdown
  - Sample AA Animation & Visual Effects – Character Animation Breakdown

  - **Course Descriptions**

- **Bachelor of Fine Arts**
  Animation involves equal parts technical knowledge, drawing skills and imagination. At Academy of Art University, you can specialize in either traditional or 3D animation. Your instructors will be professional animators who will make sure you graduate with the versatility to move between pencil and mouse.

  Requirements/Course List
  - Sample BFA Animation & Visual Effects – 3D Modeling Breakdown
  - Sample BFA Animation & Visual Effects – Traditional Animation Breakdown
  - Sample BFA Animation & Visual Effects – Storyboard Breakdown
  - Sample BFA Animation & Visual Effects – Visual Effects Breakdown
  - Sample BFA Animation & Visual Effects – 3D Animation Breakdown
  - Liberal Arts Requirements

  - **Course Descriptions**

Game Design

One of the top video game design schools in the nation, Academy of Art University offers video game design school programs led by industry professionals. The hands-on, interactive curriculum in the game design school includes video game design courses that prepare each student for creative success.

- **Associate of Arts**
  The Associate of Arts degree provides students with an introduction to a particular field of study in art and design with a firm foundation in the concepts and problem-solving skills of that field.

  Requirements/Course List
  - Sample AA Game Design Degree Breakdown

  - **Course Descriptions**

- **Bachelor of Fine Arts**
  The Game Design BFA gives a well-rounded education in the arts with an emphasis on understanding and applying techniques including 3D modeling, animation and lighting in video game production. Students graduate with a solid grasp of the fundamental game art principles, including knowledge of game engine technology and pre-production and production environments.

  Requirements/Course List
  - Sample BFA Game Design Degree Breakdown
  - Liberal Arts Requirements
  - **Course Descriptions**

Graphic Design

The Graphic Design degree program embraces the entire range of visual communication, recognizing that design is a cultural force that spans consumer, commerce and social causes. The program provides a robust curriculum of conceptual problem solving, innovation, critical thinking and formal design as well as branding and marketing strategies.

- **Associate of Arts**
  The Associate of Arts degree provides students with an introduction to a particular field of study in art and design with a firm foundation in the concepts and problem-solving skills of that field.

  Requirements/Course List
  - Sample AA Graphic Design Degree Breakdown
  - Liberal Arts Requirements
  - **Course Descriptions**

- **Bachelor of Fine Arts**
  Rooted in practical skills and professional knowledge, the BFA degree provides students with a disciplined approach to the study of Graphic Design.

  Requirements/Course List
  - Sample BFA Graphic Design Degree Breakdown
  - Liberal Arts Requirements
  - **Course Descriptions**

Industrial Design

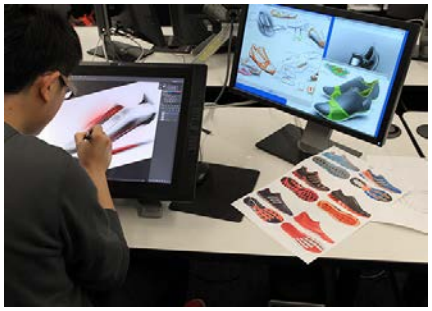
In line with top industrial design school practices, the School of Industrial Design provides an organized approach to problem solving with a solid foundation in sketching, knowledge of materials and processes, mechanics, ergonomics, digital rendering and hands-on experience with model making. Designers must balance business needs with functionality and aesthetics. The School of Industrial Design's degree programs emphasize the balance of these requirements as students envision, create and test their designs.

- **Associate of Arts**
  The Associate of Arts degree provides students with an introduction to a particular field of study in art and design with a firm foundation in the concepts and problem-solving skills of that field.

  Requirements/Course List
  - Sample AA Industrial Design Degree Breakdown
  - Liberal Arts Requirements

  - **Course Descriptions**

- **Bachelor of Fine Arts**
  Rooted in practical skills and professional knowledge, the BFA degree provides students with a disciplined approach to the study of Industrial Design.



  Requirements/Course List
  - Sample BFA Industrial Design Breakdown
  - Liberal Arts Requirements

  - **Course Descriptions**

Motion Pictures & Television

The School of Motion Pictures & Television fosters creativity and independence in filmmaking as an art with an emphasis on the practical aspects of filmmaking as a business. Our film degree program provides hands-on training in a collaborative framework. After gaining experience in a broad range of disciplines, students specialize in one or more areas to develop their demo reels.

- **Associate of Arts**
  The Associate of Arts degree provides students with an introduction to a particular field of study in art and design with a firm foundation in the concepts and problem-solving skills of that field.

  Requirements/Course List
  - Sample AA Motion Pictures & Television – Cinematography Degree Breakdown
  - Sample AA Motion Pictures & Television – Directing Degree Breakdown
  - Sample AA Motion Pictures & Television – Editing Degree Breakdown
  - Sample AA Motion Pictures & Television – Producing Degree Breakdown
  - Sample AA Motion Pictures & Television – Production Design Degree Breakdown
  - Sample AA Motion Pictures & Television – Screen-writing Degree Breakdown
  - Liberal Arts Requirements

  - **Course Descriptions**

- **Bachelor of Fine Arts**
  Rooted in practical skills and professional knowledge, the BFA degree provides students with a

disciplined approach to the study of Motion Pictures & Television.

Requirements/Course List

- Sample BFA Motion Pictures & Television – Cinematography Degree Breakdown
- Sample BFA Motion Pictures & Television – Directing Degree Breakdown
- Sample BFA Motion Pictures & Television – Editing Degree Breakdown
- Sample BFA Motion Pictures & Television – Producing Degree Breakdown
- Sample BFA Motion Pictures & Television – Production Design Degree Breakdown
- Sample BFA Motion Pictures & Television – Screenwriting Degree Breakdown
- Liberal Arts Requirements

- **Course Descriptions**

Multimedia Communications

Today's multimedia journalist uses more tools and technology than ever. Video, sound, text and motion graphics are essential to great storytelling. The School of Multimedia Communications prepares students for the future with an emphasis on short-form production.

- **Bachelor of Arts**

  The School of Multimedia Communications BA program provides a well-rounded set of media skills, including broadcasting, journalism and production. Utilizing the latest media and technology trends, students learn to write, edit, shoot, host, report and broadcast their stories across the globe. Under the guidance of industry experts, students graduate with a professional demo reel.

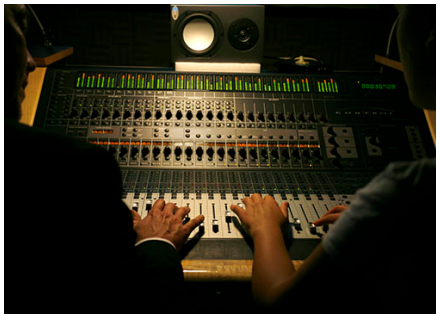
  Requirements/Course List

  - Sample BA Degree Breakdown

  - **Course Descriptions**

Music Production & Sound Design for Visual Media

Creating music and sound for film, television, video games or any other visual medium involves a unique combination of technical expertise and aesthetic sensibility. Academy of Art University's School of Music Production & Sound Design for Visual Media program offers a unique collaborative environment for music composition and sound production with an emphasis on industry-standard production technologies for the ever-expanding world of visual media.



- **Associate of Arts**

  The Associate of Arts degree provides students with an introduction to a particular field of study in art and design with a firm foundation in the concepts and problem-solving skills of that field.

  Requirements/Course List

  - Sample AA Music Production & Sound Design for Visual Media Degree Breakdown
  - Liberal Arts Requirements

- **Course Descriptions**

- **Bachelor of Fine Arts**
  Rooted in practical skills and professional knowledge, the BFA degree provides students with a disciplined approach to the study of music production and sound design for visual media.

  Requirements/Course List
  - Sample BFA Music Production & Sound Design for Visual Media Degree Breakdown
  - Liberal Arts Requirements

  - **Course Descriptions**

Visual Development

Visual Development artists communicate narrative, thematic and functional design ideas using visual media. Visual Development is key to envisioning complex scenes before the actor steps onto the set, or before characters become animated on film or in game play. They are the visual storytellers who design and stage scenes from a script with effective camera choices that enhance the development and mood of the story. Academy of Art University offers an innovative curriculum that emphasizes the skills needed to succeed in the growing field of Visual Development.

- **Associate of Arts**
  The Associate of Arts Visual Development degree provides students with an introduction to a particular field of study in art and design with a firm foundation in the concepts and problem-solving skills of the field.

  Requirements/Course List
  - Sample AA Visual Development Degree Breakdown
  - Liberal Arts Requirements

  - **Course Descriptions**

- **Bachelor of Fine Arts**
  Rooted in practical skills and professional knowledge, the BFA degree provides students with a disciplined approach to the study of Visual Development.

  Requirements/Course List
  - Sample BFA Visual Development Degree Breakdown
  - Liberal Arts Requirements

  - **Course Descriptions**

Web Design & New Media

Academy of Art University's School of Web Design & New Media is the intersection between traditional design and new technologies, where creativity meets innovation. In its depth and breadth, this program is unique among art and web design schools across the nation. Students in the program are knowledgeable, strategic designers and thinkers who create cross-brand and cross-media experiences. They act as the vital bridge between design and back-end coding. They are nimble designers who work spontaneously to meet contemporary design challenges. Web Design & New Media students are creative

thinkers who remain relevant because they are taught to adapt and grow with change. The program is based on the premise that ideas aren't valuable unless they can be executed.

- **Associate of Arts**
  The Associate of Arts degree provides students with an introduction to a particular field of study in art and design with a firm foundation in the concepts and problem-solving skills of that field.

  Requirements/Course List
  - Sample AA Web Design & New Media Degree Breakdown
  - Liberal Arts Requirements

  - **Course Descriptions**

- **Bachelor of Fine Arts**
  Rooted in practical skills and professional knowledge, the BFA degree provides students with a disciplined approach to the study of Web Design & New Media.

  Requirements/Course List
  - Sample BFA Web Design & New Media Degree Breakdown
  - Liberal Arts Requirements

  - **Course Descriptions**

California Institute of the Arts (CalArts)

Viewbook

Program in Graphic Design (BFA, MFA)

The Program in Graphic Design prepares its students for a wide range of professional options—from publication design to web design, from film title and broadcast design to exhibition design, from type design to a career in design education. The program emphasizes both practical and conceptual skills, and enables each designer to integrate a command of visual language with imagination, theory and technology.

- **BFA Graphic Design**
  The highly rigorous and structured BFA curriculum is centered around a core class covering all aspects of graphic design practice. Each year in residence builds on the experience of the previous as a sequence of additional classes explore image making, typography and design history. This coursework is followed by more specialized classes in areas such as web design, motion graphics and type design.

  - **Course List**

  - **Course Descriptions**

Program in Photography and Media (BFA, MFA)

The Program in Photography and Media is committed to educating independent artists in a world where photographic imagery and new media representations and strategies are omnipresent. From foundation

work through graduate studies, courses are designed to challenge conventional notions of artistic practice and to question the position of representation within contemporary culture. The program encourages debate and experimentation, since nothing is stable or even particularly comfortable in photography's relation to the other arts-especially in an environment that includes so many new practices. The faculty represents a broad range of those practices, some purely photographic, some entirely digital and others branching off into writing and publishing, painting, video, filmmaking, assemblage, net art, digital media and installation.

- **BFA Photography and Media**
  The BFA curriculum begins with a year of intensive foundation work. This is followed by a mixture of courses that includes classes on specific issues in photography, video and Internet practice, the histories of photography and film, media theories and semiotics, as well as critique classes, technical workshops and independent studies.

  - o **Course List**
  - o **Course Descriptions**

Program in Film and Video (BFA, MFA)
The Program in Film and Video is designed for students who use film and video as media for personal expression and exploration—those artists for whom independent film and video is a calling and not simply a mode of production. In the workshop environment cultivated by the program, each student develops and refines his or her practice as a respected member of a community of artists.

- **BFA Film and Video**
  The BFA program is designed to provide students with a full range of technical and practical skills, to teach them to think critically about their chosen mediums and to guide their artistic growth as they experiment with different forms of cinematic expression.

  - o **Course List**
  - o **Course Descriptions**

Program in Experimental Animation (BFA, MFA)
The curriculum begins by building a foundation understanding of a variety of animation techniques and concepts. Courses in 2-D drawn and direct animation, stop-motion, and 2-D and 3-D computer animation blend practical knowledge with creative stimulation, while animation history courses provide a detailed examination of all forms of animation art—with a special emphasis on the history of experimental forms.

- **BFA Experimental Animation**
  The first two years of the four year Bachelor of Fine Arts Program in Experimental Animation consists of required classes designed to help the student gain an understanding of principles in animation along with understanding of the history of art, experimental animation, foundation courses in animation practices, digital filmmaking and sound techniques, concepts and Critical Studies.
  - o **Course List**

- Course Descriptions

Program in Character Animation (BFA only)
The Program in Character Animation is designed for students who seek an understanding of the art of character performance and storytelling in animation. It provides comprehensive artistic and technical training to help each student develop as a fully-fledged animation artist within both the traditional and computer-generated (CG) animation environments.

- **BFA Character Animation**
  The Character Animation Program is limited to undergraduate study and offers a comprehensive four-year curriculum for traditional and CG animation artists.
  - Course List
  - Course Descriptions

Scene Design Program (BFA, MFA)
Focusing on the development of the skills and knowledge needed for professional scene designers, this program is based on the understanding that the designer's multifaceted contribution to a production involves much more than providing a visual background. Since scene designers are visual artists who work in theater, the program is closely allied with other visual arts programs at CalArts, as well as programs in dance, performance art, and film and video.

- **BFA Scene Design**
  Scene design, in providing a visual support to the dramatic form, is an integral part of the theater and is woven into the fundamental philosophies of modern performance practice. Students strive for the vision and imagination of a creative artist; the ingenuity and skills of a stage artisan; and the knowledge and sense of a performance director.
  - Course List
  - Course Descriptions

Sound Design Program (BFA, MFA)
Although the curriculum is rooted in text-based theatrical training, sound designers take part in additional projects in experimental theater, multimedia and interactive design and production, concert sound reinforcement, performance art, animation, and live-action film and video. Accordingly, students are strongly urged to utilize all the resources, both artistic and technological, available across the entire CalArts community.

- **BFA Sound Design**
  While integrating aesthetic concerns with scientific disciplines, the Sound Design program can stretch as far as each student's energy, inventions, and imagination allow. Students are urged to explore abundant projects and coursework throughout the institute.
  - Course List
  - Course Descriptions

Integrated Media (IM)

IM is a supplemental concentration offered by many MFA programs at CalArts. It is designed specifically for advanced students whose creative use of technology--in particular digital media--goes beyond their primary areas of study, or métiers, in art, dance, film/video, music, theater and writing. The Center for Integrated Media supports all IM students across CalArts by enabling them to apply new technologies and integrate multiple media and disciplines into new forms of expression.

The Center for Integrated Media is conceived as an interdisciplinary laboratory where students can combine art, science and technology. It offers specialized IM classes, workshops and seminars, and supports a wide range of projects involving performative and environmental installations, video, sound, music, robotics, gaming, programming, interactivity, computer graphics and the Internet.

- **MFA (Supplemental Concentration)**
  MFA programs at CalArts offer students the opportunity to participate in the Center for Integrated Media (CIM), a supplemental concentration of classes and workshops for students who wish to combine work in their primary areas of study, with explorations in interdisciplinary, digital media and interactivity.
    - **Course List**
    - **Course Descriptions**

Sacred Heart University (SHU)

Viewbook

Communication & Media Studies

The Department of Communication and Media Studies (CMS) combines the social and cultural analysis of media and communication technologies with media production, including digital video, broadcast and print journalism, television, radio, photography, advertising, public relations and digital multimedia. The CMS curriculum is interdisciplinary by nature and international in scope, blending theory and practice, the historical and the contemporary, and the mainstream with the alternative.

- **BA Digital Communication**
  The DC program is directed towards students who wish to become leaders in creating the communication environment of the future and to those interested in the broader implications of communication technology, understanding the theory as well as the practice.
    - **Course List**
    - **Course Descriptions**

- **BA in Media Studies**
  Media Studies is an innovative program that combines the study of communications theory and media production with the educational tradition of the liberal arts. The program is designed with the understanding that the successful student must be technologically competent and must understand the historical, social, and philosophical aspects of media.

- **Course List**
- **Course Descriptions**

- **MA Communication**
  MACOMM students create real-world multimedia productions for actual organizations, businesses, publications or media outlets. This practical focus on hands-on learning with the latest technologies in a professional context, gives students the experience and portfolio they need to compete and excel in the ever-changing 21st century communications and media industries. The Department of Communication and Media Studies (CMS) offers a **one-year, 36-credit** Master of Arts in Communication (MACOMM) with three areas of concentration:
  - Corporate Communication & Public Relations
  - Digital/Multimedia Journalism
  - Digital/Multimedia Production
  - **Course List**
  - **Course Descriptions**
  - **Program Brochure**

Quinnipiac University

Viewbook

Department of Film, Video & Interactive Media

The department of film, video and interactive media in the School of Communications offers cutting-edge, top quality instruction that thoroughly integrates theory and practice in film, video and interactive media.

Students interested in film, video and interactive media can choose to pursue either the traditional Bachelor of Arts degree or the more specialized bachelor of fine arts degree. Both programs initially follow the same course of study, with students experiencing intense hands-on training in all phases of digital media production.

- **BA or BFA in Film, Video + Interactive Media**
  Students pursuing the film, video and interactive media program experience intense and in-depth hands-on training in all phases of digital media production. Our students hone their individual skills to their highest level of creativity and innovation in the context of a firm grounding in media history, writing for the media, film and interactive media theory, ethics and rigorous production practice.
  - **Course List**
  - **Course Descriptions**

- **Combined Bachelor/MS program in Interactive Media**
  The five-year bachelor/master's degree program in interactive media program is designed for outstanding undergraduate students. The combined program enables students to take courses toward a master of science in interactive media during their senior year and complete the MS degree 14 months after receiving their bachelor's degree.
    - **Course List**
    - **Course Descriptions**

Central Connecticut State University (CCSU)

Viewbook

Department of Design

The Department of Design provides the academic structure for the advancement of Graphic and all forms of Information Design instruction at CCSU.

- **BA Graphic/Information Design**
  The Bachelor of Arts Degree in Graphic / Information Design provides professional instruction in the areas of Graphic Design, Website Design, Interactive Multimedia Design, History of Design and 3-D Animation and Design.
    - **Course List**
    - **Course Descriptions**

University of Connecticut (UConn)

Viewbook

Digital Media & Design

The Digital Media and Design department is shaped by its commitment to four areas of education and research:

- Entertainment & Digital Art: film, television, interactive media and digital game design
- Business: marketing, branding, advertising, social media and entrepreneurship
- STEM: visualization and data analysis
- Digital Humanities & Digital Social Sciences: integration of new technologies with research, teaching and outreach

Beginning August 2013, the Digital Media & Design Department will be offering two undergraduate majors, two graduate majors and a 4-course (12 credit) certificate program in Digital Media at the Storrs Campus.

- **BA or BFA in Digital Media Design**
  Both of these degrees have the same fundamental goal: to provide a foundational understanding of and facility with a broad spectrum of Digital Media & Design skills and applications. Their core requirements are virtually identical; the difference between the two degrees being that the BFA contains an additional requirement of familiarity with "making disciplines" facilitating the student's ability to produce and implement digital communications strategies and artifacts which is not required for the BA. The BA curriculum allows for more flexibility for a student to incorporate individual concentrations in Digital Media & Design with courses and majors offered in the Schools of Engineering, Business and the College of Liberal Arts and Sciences.

    - **BA Course List**
    - **BFA Course List**

      5 Available Tracks of Study
      - 2D Animation
      - 3D Animation
      - Digital Game Design & Development
      - Interaction Design
      - Web Design & Development

    - **Course Descriptions – Year One**
    - **Course Descriptions – 2D Animation**
    - **Course Descriptions – 3D Animation**
    - **Course Descriptions – Student Agency**
    - **Course Descriptions – Digital Game Design & Development**
    - **Course Descriptions – Web Design & Development**

Eastern Connecticut State University

Viewbook

Department of Visual Arts

The Bachelor of Arts Degree in Visual Arts offers five concentrations of study: Art History, Digital Art & Design, Painting & Drawing, Printmaking, and Sculpture. Students learn to think visually as they study different media, become familiar with visual language, acquire knowledge of expressive techniques, and learn the context of art of different cultures. Students become skilled at articulating the conceptual and aesthetic relevance of works of art, as well as build their repertoire of necessary professional skills within their discipline of choice.

- **BA in Visual Arts with concentration in Digital Art & Design**
  Eastern's Digital Art and Design concentration is a well-integrated, exciting program with its roots firmly planted in the fundamentals of art making. The program is, and will continue to be, flexible enough to offer cutting edge courses in the extremely dynamic field of graphic design and new media. We prepare our students to enter the work force at a highly professional level. We are committed to making sure that students leave Eastern with a solid understanding of both design and technology, and we are rapidly becoming the State University's leader in art technology.
    - **Course List – Foundation**
    - **Course List - Concentration**
    - **Course Descriptions**

Ringling College of Art and Design

Viewbook

Ringling College of Art and Design is a private, not-for-profit, fully accredited college offering the Bachelor's degree in 14 disciplines: Advertising Design, Business of Art & Design, Computer Animation, Digital Filmmaking, Fine Arts, Game Art & Design, Graphic Design, Illustration, Interior Design, Motion Design, Painting, Photography & Digital Imaging, Printmaking and Sculpture. The College is a member of the Association of Independent Colleges of Art and Design [AICAD] and is accredited by the National Association of Schools of Art and Design [NASAD], the Commission on Colleges of the Southern Association of Colleges and Schools to award the Bachelor of Fine Arts degree [SACS], and by the First Professional Degree Level by the Council for Interior Design Accreditation [CIDA], formerly [FIDER].

Located on Florida's Gulf Coast, the picturesque 35-acre campus now includes 90 buildings, and attracts close to 1,300 students from 43 states and 23 foreign countries. It is recognized as being among the best and most innovative visual arts colleges in the United States as well as a leader in the use of technology in the arts. With a better than 2:1 student to computer ratio, Ringling College's computing infrastructure rivals even that of the Massachusetts Institute of Technology [MIT].

- **BFA in Advertising Design**
  Successful advertising is a fusion of great design, business expertise and consumer psychology. You'll learn not only the formal and technical aspects of design, but also how to plan a campaign, evaluate an audience, develop a brand, and write compelling copy. In senior studio courses,

you'll develop a portfolio that showcases your skills in research, idea generation, systems design, promotional packaging and interactive design.

- **Program Requirements**
  The purpose of the portfolio is to allow you to show us your creative ability and visual arts potential. Please submit between 10 and 20 images (a minimum of 15 if you are a transfer student seeking studio art credit) of your recent work. The Admissions Committee reviews portfolios in the context of your chosen major. Although recommended, examples of drawing are not required. You may include work in any media - including class assignments, design projects, logos, flyers, websites, photography, film, QuickTime movies, drafting, and multimedia. The work may be created by hand or digitally, but must be original.

- **Course List & Descriptions**

- **BFA in Computer Animation**
  The Computer Animation program at Ringling College of Art and Design is ranked #1 in North America by 3D World magazine for the second year in a row! 3D World is an international magazine for 3D artists. In Ringling College of Art and Design's deep and specialized four-year Computer Animation degree program, you will develop skills in modeling, lighting, motion and sound - while learning how to tell a story. At the same time, you will gain command of the technical skills required in today's highly competitive animation industry.

  - **Program Requirements**
    The purpose of the portfolio is to allow you to show us your creative ability and visual arts potential. Please submit between 10 and 20 images (a minimum of 15 if you are a transfer student seeking studio art credit) of your recent work. Since representational drawing is an integral part of the curricula, you should show examples of drawing from life in your portfolio. This may include interior or exterior environments, human figures, animals, hands and feet, and everyday objects. Portfolios may also include class assignments, design projects, animations, photography, paintings, sculpture, etc. Please do not copy directly from another artist, or include such things as anime, tattoo designs, dragons, unicorns, etc. At least half of your portfolio should consist of drawing from direct observation.

  - **Course List & Descriptions**

- **BFA in Digital Filmmaking**
  The Digital Filmmaking Department at Ringling College of Art and Design mentors students to be the next generation of filmmakers. The program is intensive, exciting, and rewarding. The department's motto is, "Everything Serves the Story." Students learn that every discipline: directing, cinematography, sound, etc., must focus on how to best tell the story through film.

  - **Program Requirements**
    The purpose of the portfolio is to allow you to show us your creative ability and visual arts potential. Please submit between 10 and 20 images (a minimum of 15 if you are a transfer student seeking studio art credit) of your recent work. The Admissions Committee reviews portfolios in the context of your chosen major. Although

recommended, examples of drawing are not required. You may include work in any media - including class assignments, design projects, logos, flyers, websites, photography, film, QuickTime movies, drafting, and multimedia. The work may be created by hand or digitally, but must be original.

- **Course List & Descriptions**

- **BFA in Game Art & Design**
  The Game Art and Design major brings Ringling College's feature film aesthetic to games, and is focused on providing students with the professional artistic skills necessary to create compelling and believable interactive experiences. Students will also study the basics of game design-mechanics, meaningful play, interactivity and options for creating and refining game content. Using an understanding of these concepts, as well as the technical aspects of 3D animation software and game engines, they will create texture-rich, visually-sophisticated gaming environments that tell stories, educate, inform, and entertain.

  - **Program Requirements**
    The purpose of the portfolio is to allow you to show us your creative ability and visual arts potential. Please submit between 10 and 20 images (a minimum of 15 if you are a transfer student seeking studio art credit) of your recent work. Since representational drawing is an integral part of the curricula, you should show examples of drawing from life in your portfolio. This may include interior or exterior environments, human figures, animals, hands and feet, and everyday objects. Portfolios may also include class assignments, design projects, animations, photography, paintings, sculpture, etc. Please do not copy directly from another artist, or include such things as anime, tattoo designs, dragons, unicorns, etc. At least half of your portfolio should consist of drawing from direct observation.

  - **Course List & Descriptions**

- **BFA in Graphic Design**
  Typography, images, the very latest in computer hardware and software ... at Ringling College of Art and Design, the tools are all here, along with a problem waiting to be solved. Whether you are working in paint, ink and collage, digital video or animation, it is up to you, as the problem-solver, to organize, interpret, and magnify the images to best communicate your message.
  In Ringling College's Graphic Design department, you will learn communication theory and principles, balancing that knowledge with an understanding of society and culture. The result? A graphic designer who can produce a broad range of visual images for print, electronic and three-dimensional media in today's communication-oriented culture.

  - **Program Requirements**
    The purpose of the portfolio is to allow you to show us your creative ability and visual arts potential. Please submit between 10 and 20 images (a minimum of 15 if you are a transfer student seeking studio art credit) of your recent work. The Admissions Committee reviews portfolios in the context of your chosen major. Although recommended, examples of drawing are not required. You may include work in any media - including class assignments, design projects, logos, flyers, websites, photography, film, QuickTime movies, drafting, and multimedia. The work may be created by hand or digitally, but must be original.

  - **Course List & Descriptions**

- **BFA in Illustration**
  At Ringling College of Art and Design, you will learn technical skills in a variety of media while developing the conceptual talents that will help you to visually convey your message. Whether your career lies in print, electronic media, in film or in multimedia environments, your illustrations will serve to stimulate the mind and spark the imagination - all the while communicating their inherent message.

  - **Program Requirements**
    The purpose of the portfolio is to allow you to show us your creative ability and visual arts potential. Please submit between 10 and 20 images (a minimum of 15 if you are a transfer student seeking studio art credit) of your recent work. Since representational drawing is an integral part of the curricula, you should show examples of drawing from life in your portfolio. This may include interior or exterior environments, human figures, animals, hands and feet, and everyday objects. Portfolios may also include class assignments, design projects, animations, photography, paintings, sculpture, etc. Please do not copy directly from another artist, or include such things as anime, tattoo designs, dragons, unicorns, etc. At least half of your portfolio should consist of drawing from direct observation.

  - **Course List & Descriptions**

- **BFA in Motion Design**
  There are things you'll learn in the Motion Design major to help you jump-start your career and to help you reach your full potential. First, you'll learn the language and principles of Graphic Design. You'll learn how to develop a consistent and repeatable method for solving design problems. Then you'll learn how to communicate your ideas effectively by creating style frames and storyboards. Of course, you'll learn the latest technology and software like After Effects and Maya, but in Motion Design, it's the creative intent that drives the technical capabilities. You'll learn how to work collaboratively with other creative people with a variety of different skill sets. And the best thing is that you'll be working on actual projects from actual clients.

  - **Program Requirements**
    The purpose of the portfolio is to allow you to show us your creative ability and visual arts potential. Please submit between 10 and 20 images (a minimum of 15 if you are a transfer student seeking studio art credit) of your recent work. The Admissions Committee reviews portfolios in the context of your chosen major. Although recommended, examples of drawing are not required. You may include work in any media - including class assignments, design projects, logos, flyers, websites, photography, film, QuickTime movies, drafting, and multimedia. The work may be created by hand or digitally, but must be original.

  - **Course List & Descriptions**
- **Photography & Digital Imaging**
  From traditional darkroom techniques, to the endless possibilities stemming from the creative manipulation of images using the newest computer software - you will have at Ringling College the artistic freedom to explore many of the options available to today's professional photographer.

  - **Program Requirements**
    The purpose of the portfolio is to allow you to show us your creative ability and visual arts

potential. Please submit between 10 and 20 images (a minimum of 15 if you are a transfer student seeking studio art credit) of your recent work. The Admissions Committee reviews portfolios in the context of your chosen major. Although recommended, examples of drawing are not required. You may include work in any media - including class assignments, design projects, logos, flyers, websites, photography, film, QuickTime movies, drafting, and multimedia. The work may be created by hand or digitally, but must be original.

- **Course List & Descriptions**

Full Sail University

Viewbooks

More than 30 years ago, Full Sail began as a dream to create a place where people could learn how to take their passion for entertainment and turn it into a career they loved. It started with music and sound, but our dream quickly grew to fit the dreams of our students until it was bigger than we could have ever imagined. Film, design, show production, games, animation, web design, the business of the entertainment world … as the years go by, the dream continues to grow, and we are humbled by the success of our graduates as well as the passion of our teachers and mentors, all of whom contribute to making this one of the most unique educational communities on the planet.

- **AS in Graphic Design**
  You'll get a solid foundation by studying techniques in art and color theory, corporate branding, logos and symbols, typography, and the psychology of different design aesthetics, and will learn how to apply those principles to creative projects just like those encountered in the graphic design industry. By working in a professional design environment – creating design proposals, branding campaigns, storyboards, photography, publication layouts, and more – you'll gain valuable experience on projects defined by specific creative guidelines with real-world deadlines.

  Since professional designers are no longer confined to working with sketch pads and pencils, you'll learn how to effectively use digital publishing tools, photography, and image manipulation software in your design projects. You'll also bring your designs to life by learning how to produce and edit high quality digital video, and the fundamentals of web design and Flash media.

  Areas of Focus
  - **Design Fundamentals**
  - **Branding/Identity**
  - **Digital Storytelling**
  - **Personal Identity Project**

  - **Course List & Descriptions**

- **AS in Recording Engineering**

Quality recorded audio is not only needed for great albums, but for the media that shapes our lives. To address the need for skilled recording professionals, Full Sail University's Recording Engineering Associate's Degree teaches students the core fundamentals of what it takes to record high-caliber music and soundtracks.

You'll begin the program by learning the basics of music theory, computer science, electronics, and the recording equipment found in studios worldwide. Next, you'll explore the world of digital audio, as well as the elements of show production. From there, you'll further develop your ear for music, learn issues specific to the music business, explore how to write and develop songs, and build your background in music history. Finally, you'll learn specific production techniques as well as postproduction for media such as television and video games.

Areas of Focus

- **Sound Fundamentals**
- **Recording and Mixing**
- **Music Production**
- **Postproduction**

- **Course List & Descriptions**

- **BS in Computer Animation**

Full Sail's Computer Animation program was designed to prepare you for a career in this exciting field. By expanding your abilities as an artist and learning the latest tools, applications, and design theory used to create 3D content for different media, you'll not only be able to take your art in new directions, but also put your skills to work realizing – and sometimes even improving – the creative vision of others.

Your early classes will teach you a foundation of traditional art and animation principles, including life drawing, and shading and lighting. This curriculum also covers the principles of physics, anatomy, and color theory, all of which you'll take into computer animation courses where you'll create digital characters, objects, and environments, as well as special effects for live action film and television.

As your animation skills grow you'll move on to our Motion Capture Studio. In this facility you'll learn how to run a professional motion capture session, as you direct the action of performers wearing a sensor-monitored bodysuit, and use that data to create even more lifelike movements in your digital characters.

Supporting classes in compositing, rendering, and rigging will round out your abilities, and your final months will be spent combining all that you've learned into an animation portfolio that will demonstrate your ability to create professional quality assets for film, television, video games, and more.

Areas of Focus

- **Fine Arts**
- **Modeling**
- **Animation**

- **Effects**
- **Final Project / Demo Reel Creation**

- **Course List & Descriptions**

- **BS in Digital Arts & Design**

Full Sail's Digital Arts & Design degree teaches creative artists how to improve their skills in this competitive and exciting field. But more importantly, this program is designed to help you develop your own eye for design, and translate that knowledge into a career creating these powerful images. The degree provides a complete design education, with industry-specific courses that will teach you how to communicate ideas and stories through different media, including video, print, motion graphics, and the web.

The specialized curriculum starts with an overview of traditional 2D and 3D art theory, the foundations of the design industry. You'll take that knowledge into classes that cover multimedia production, including techniques in typography, page layout, composition, and even website design. Further courses focus on developing proficiency on the same software technology used in today's design studios.

All these skills will be put to use in a variety of class projects, where you'll learn to apply the different theories to real design work, including video production and digital publishing, as well as the creation of motion graphics using Flash and other programs.

Areas of Focus

- **Print & 2D**
- **Motion Graphics**
- **Interactive Design**
- **Portfolio Development**

- **Course List & Descriptions**

- **BS in Film**

In Full Sail's Film program, you'll work side by side with a unique group of people who share your passion to make great films. We believe there's no better way to learn than by doing; that's why your coursework will put you on-set, behind the camera, and in the editing suite. You'll get hands-on experience working each position on-set on a variety of different small-scale assignments, enabling you to get a feel for the role that each crew member plays in a production.

The process begins just like it does in Hollywood, with vital preproduction work: you'll learn what it takes to flesh out a film's story, finalize scripts, and create storyboards. You'll also prepare budgets, schedule shoots, and hold casting calls for your onscreen talent. When it comes to learning how to shoot film, you'll be using the same professional gear that's used in Hollywood, from 16mm, 35mm and HD cameras, cranes and lighting rigs to Full Sail's own multi-locale backlot.

In our editing labs and suites, you'll learn the postproduction process, by cutting, rearranging, and enhancing footage, recording and editing a[illegible] adding visual effects and titles.

Areas of Focus

- **Preproduction**
- **Production**

- **Postproduction**
- **Final Project**

- **Course List & Descriptions**

- **BS in Game Art**

This degree program focuses on the fundamentals of interactive graphics development – including character creation, environment and prop creation, the production pipeline, in-game effects, and animation.

You'll learn how these principles function within a game engine, and how to take traditional art and animation principles and apply them to models that look, move, and articulate realistically. Further classes will show you how to add even greater depth to your models with the use of textures, lighting, and visual effects.

Areas of Focus

- **Art Creation**
- **Collaborative Development**
- **Modeling**
- **Demo Reel**

- **Course List & Descriptions**

- **BS in Game Development**

Full Sail's Game Development degree was created for artists like you. With courses that break down each component of a game's development cycle, the degree is designed to teach you the same techniques used by programmers and designers to produce the titles you see on shelves.

From your first day in the Game Development degree you'll begin developing the technical, professional, and personal skills needed for the industry. You'll learn the foundations of computer programming, create your own game engines and artificial intelligence, and collaborate with a team of like-minded artists and designers to develop a complete game.

Areas of Focus

- **Programming Languages**
- **Interactive Development**
- **Architectures**
- **Projects**

- **Course List & Descriptions**

- **BS in Media Communications**

In the Media Communications bachelor's degree program, your coursework will begin with an introduction to digital media, as well as the fundamentals of communication. You'll familiarize yourself with new media technology and theories of aesthetics and communication, and learn the workflow processes involved in creative project management.

As the types of media we use on a daily basis continue to evolve and integrate, it's key to not only understand how to communicate verbally, but also through design, audio, video, and the web. In this degree program, you'll build your skills in written and verbal communication, while also

understanding the principles of graphic design, web design, digital video, and sound.

At the heart of good media communications is good storytelling. This program will introduce you to the narratives found throughout many forms of entertainment media, including animation and video games.

Areas of Focus
- **Written & Visual Communications**
- **Digital Audio & Video Production**
- **New Media Tools**
- **Transmedia Storytelling**

- **Course List & Descriptions**

BS in Mobile Development

This 21-month program teaches programming and design fundamentals that provide students with the tools to start a career producing a range of interactive content for different mobile platforms.

The curriculum explores the complete cycle for producing professional mobile applications, including preproduction, development, and market deployment. Early courses focus on design principles that cater to the strengths of different devices, and teach the importance of creating an intuitive user experience.
Students take those foundations into classes that teach standard programming languages used throughout the industry, including JavaScript, PHP, and XHTML, as well as specialized development kits for popular mobile platforms like iOS and Android.

Areas of Focus
- **Design**
- **Usability**
- **Programming**

- **Course List & Descriptions**

- ## BS in Recording Arts

  Since the career paths in sound and audio engineering aren't limited to just one thing, we don't believe your education should be, either. In our Recording Arts degree, you'll get the opportunity to experience the different facets of the industry, as you develop the skills you need to get your hands on the controls in one of our several state-of-the-art recording facilities.

  You'll learn microphone placement as you engineer actual recording sessions with artists. You'll sharpen your editing skills as you work with post-production audio for film and television projects on our digital workstations. You'll get behind the boards as you mix sound effects for student-created video games. And you'll become skilled on both digital and analog tools as you work in the studio to produce your own tracks.

  Areas of Focus
  - **Sound Fundamentals**
  - **Music Production**
  - **Recording**
  - **Postproduction**

  - **Course List & Descriptions**

- **BS in Show Production**
  The career opportunities in the world of live events extend beyond just the arena rock show; environments from corporate conventions to theme parks all utilize a combination of sound, lighting, and video equipment to put on a performance, event, or presentation. We think the best way to learn how a show is run is to get your feet wet in a real-world environment; that's why Full Sail's Show Production degree program is designed to give you a hands-on education to prepare you to work in any of these live settings.

  Operating at the front-of-house console, you'll mix the on-stage sound for live bands in one of our state-of-the-art live venue facilities. Our Show Production degree program will also show you how to design and program lighting systems (and learn what to do when something goes wrong). You'll also study how to design and install the proper audio and visual components to any room you may encounter, from a stadium to a classroom. The degree also includes concert media design, as you'll design, engineer, and manage a full-scale multimedia concert in Full Sail Live, our state-of-the-art performance hall.

  Areas of Focus
  - **Live Event Production**
  - **Audio & Lighting Systems**
  - **Audio Visual Technologies**
  - **Concert Media Design**

  - **Course List & Descriptions**

- **BS in Software Development**
  In the Software Development bachelor's program at Full Sail University, you'll explore the design, development, and implementation of software-based solutions and products for business, entertainment, and consumer markets.

  Your courses will help you develop a comprehensive understanding of topics including research and development, programming languages and methods, software design, QA and testing, and other software development methodologies.

  In this project-oriented program, you'll work alongside your peers as you create and develop real applications, learning about the different needs of small programming projects and large-enterprise software systems projects. You'll also be immersed in the project management and workflow processes found in the software world to give you a firm understanding of professional environments.

  Areas of Focus
  - **Software Industry Foundations**
  - **Software Engineering & Design**
  - **Data Structure & System Design**
  - **Capstone**

  - **Course List & Descriptions**

- **BS in Sports Marketing & Media**
  Full Sail's Sports Marketing & Media Bachelor of Science degree program is designed to create

that kind of working professional. As a student in this program, you'll learn how the principles of marketing specifically relate to the sports industry, including courses like Global Sports Marketing Strategies, Sports Sales and Sponsorships, Sports Marketing Research, Sports Law and Contracts, and Sports Licensing and Intellectual Property. You'll also learn the fundamentals of content creation as you learn to develop assets and connect the needs of the boardroom with the imagination of designers and coders.

Areas of Focus
- o New Media Marketing
- o Distribution Channels & Social Media Presence
- o Content Creation

- o **Course List & Descriptions**

- **BS in Web Design & Development**

The Web Design & Development degree covers both front end and back end development. You'll learn to concept, code, and publish your own standards-based content for a variety of formats, including the Web, smartphones and tablets. Working on these projects you'll be able to master the multiple languages used in interactive design such as HTML5, CSS, XML, ActionScript, JavaScript, and more in order to develop a well-rounded skill set.

In addition, you'll take courses that teach you how to design and produce the visual elements for a site. This includes the development of raster and vector graphics for the web, as well as how to draw and animate your own digital content.
General career development skills are also covered, such as computer business applications, personal finance management, and communication.
You'll also learn portfolio creation, as well as how to prepare yourself for that first step into the web design industry – whether you want to pursue a role at a web development studio, or launch your own entrepreneurial venture.

Areas of Focus
- o **Interface Design & Usability**
- o **Web Standards**
- o **Interactivity**
- o **Dynamic Back-End Development**
- o **Final Project**

- o **Course List & Descriptions**

Savannah College of Art & Design (SCAD)

Offering more degree programs and specializations than any other art and design university, SCAD is uniquely qualified to prepare talented students for professional, creative careers.

Advertising

SCAD builds a complete creative professional through a progressive curriculum that includes design, art direction, business, history, strategy, Web media, typography and interaction.

- **BA in Advertising – Course List**
- **BFA in Advertising – Course List**
    - **Course Descriptions**

Animation

The SCAD animation curriculum encourages students to create distinct artistic and specialist profiles by selecting classes in animation and related disciplines.

- **BFA in Animation – Course List**
    - **Course Descriptions**

Film and Television

Through advanced study and practice in both the technical and conceptual aspects of filmmaking, SCAD students are transformed into visual storytellers, multimedia artists and creative communicators ready for professional careers.

- **BFA in Film and Television – Course List**
    - **Course Descriptions**

Graphic Design

While rooted in traditional design foundations, graphic design students learn how to design for emerging technology and media through courses in form and space, art history and fluid design for the Web and mobile applications.

- **BA in Graphic Design – Course List**
- **BFA in Graphic Design – Course List**
    - **Course Descriptions**

Interactive Design and Game Development

Interactive designers and game developers conceive of the world's most popular video games, websites, apps and digital platforms. These professionals advance frontiers of human-and-machine interaction, discovering new ways for users to understand the material world by working in the digital world.

- **BA in Interactive Design and Game Development – Course List**
- **BFA in Interactive Design and Game Development – Course List**
    - **Course Descriptions**

Motion Media Design

Motion media designers create using principles and tools of filmmakers, graphic designers, animators, and interactive designers to deliver some of the most memorable moments in media: from the title sequence of movies to the opening visual of a network sports broadcast.

- **BFA in Motion Media Design – Course List**
    - **Course Descriptions**

Production Design

Production designers bring entertainment to life. Whether constructing fantastical scenery for a stage production or designing sets for an Emmy-winning TV drama, they bring light, sound, texture and structure to the stories we love.

- **BFA in Production Design – Course List**
    - **Course Descriptions**

Sound Design

Sound designers work with directors, game developers and producers to develop a soundtrack that promotes a project's artistic vision. Production, ADR and Foley mixers work on set or in studio to capture performances of dialogue and SFX. And re-recording mixers work in mix stages to shape the dialogue, music and SFX into the final soundtrack. SCAD offers Pro Tools postproduction and AVID certification and is a member of the Cinema Audio Society, Motion Picture Sound Editors, Audio Engineering Society and Game Audio Network Guild.

- **BFA in Sound Design – Course List**
    - **Course Descriptions**

Television Producing

Television producers and professionals control all aspects of production for live, remote, studio and pre-recorded programming. They conceive of new programs, cast and build creative teams, and supervise shooting and fact-checking.

- **BA in Television Producing – Course List**
    - **Course Descriptions**

Visual Effects

Visual effects artists are masters of illusion, creating believable images that are impossible to shoot in the real world. These professionals work at the forefront of technology, where the newest digital tools are used to create award-winning blockbusters.

- **BFA in Visual Effects – Course List**
    - **Course Descriptions**

School of the Art Institute of Chicago

Welcome to the School of the Art Institute of Chicago (SAIC), one of the most historically significant accredited independent schools of art and design in the nation located in one of the greatest American cities. Our accolades are many, including recognition by Columbia University's National Arts Journalism survey as "the most influential art college in the United States" and our consistent ranking among the top three graduate fine arts programs in the nation by *U.S. News and World Report*.

Film, Video, New Media, and Animation

The Film, Video, New Media, and Animation department (FVNMA) at the School of the Art Institute of Chicago (SAIC) endorses and encourages experimentation with radical form and content. We are open to many approaches to and understandings of experimental media art. Our commitment to deep interdisciplinary crosses a broad spectrum, including: cinema, digital video, time-based installation, and new media. We are theory practitioners for these art forms in all their contemporary venues: the museum, gallery, Internet, festival, cinematheque, street, microcinema, music club, mobile device, performance site, and public, community-based projects.

- **BFA in Studio – Film, Video, New Media, and Animation**
  As a Bachelor of Fine Arts (BFA) student studying in the Department of Film, Video, New Media, and Animation, you will have access to state-of-the-art shooting, editing, and production equipment plus a large, diverse list of course offerings to address your individual artistic needs.
    - **Course List & Descriptions**

Massachusetts Institute of Technology (MIT)

The mission of MIT is to advance knowledge and educate students in science, technology and other areas of scholarship that will best serve the nation and the world in the 21st century — whether the focus is cancer, energy, economics or literature (learn more about MIT's current initiatives).

MIT Center for Arts, Science, and Technology

The Center for Art, Science & Technology (MIT CAST) facilitates and creates opportunities for exchange and collaboration among artists, engineers, and scientists. A joint initiative of the Office of the Provost, the School of Architecture and Planning (SA+P) and School of Humanities, Arts, and Social Sciences (SHASS), the Center is committed to fostering a culture where the arts, science and technology thrive as interrelated, mutually informing modes of exploration, knowledge and discovery.

MIT Comparative Media Studies/Writing offers an innovative program that applies critical analysis, collaborative research, and design across a variety of media arts, forms, and practices.

It develops thinkers who understand the dynamics of media change and can apply their insights to contemporary problems. It cultivates practitioners and artists who can work in multiple forms of contemporary media. Its students and research help shape the future by engaging with media industries and the arts as critical and visionary partners at a time of rapid transformation.

CMS/W is devoted to understanding the ways that media technologies and their uses can enrich the lives of individuals locally, across the U.S., and globally. CMS/W faculty, researchers, and students share a deep commitment to the development of pioneering new tools and strategies which serve the needs of diverse communities in the 21st century.

- **BS in Digital Media**
  The digital media major offers in-depth study of emerging interactive and nonlinear styles of narrative, as well as individual and collaborative experience in producing digitally mediated forms, both aesthetic and utilitarian. Students gain extensive experience in using a variety of authoring systems to develop large-scale websites, web-based hypertext products, computer games, interactive fiction and poetry, and digitally mediated visual worlds. Knowledge of programming is often helpful, but not necessary.
    - **Course List & Description**

Boston University (BU)

Viewbook

Boston University is no small operation. With over 33,000 undergraduate and graduate students from more than 140 countries, 10,000 faculty and staff, 16 schools and colleges, and 250 fields of study, our two campuses are always humming, always in high gear. Meet the people and places that keep the University running smoothly.

Center for Digital Imaging Arts

We've shaped the BUCDIA curriculum to reflect the real-world needs of our students' chosen professions. Through intensive, hands-on training, we're committed to transforming the way students learn about animation, audio production, filmmaking, graphic and web design, photography, and web development, just as digital technology has transformed what's possible in these media. With these new digital tools, students can explore the boundaries of creative expression, finding new and exciting ways of telling stories, expressing dreams and sharing passions.

- **3D Animation**
  Learn the skills necessary to become a 3D artist and animator with the 3D Animation + Interactive Media Certificate. This cross-curriculum program integrates multiple aspects of 2D and 3D art, interactive media and animation with professional experience. You'll get hands-on training in modeling, design, texturing, animation, lighting and rendering for 3D design.

    - 3D Animation & Interactive Media Certificate – **Course List & Descriptions**

- **Audio Production**
  Develop your creative expertise in cutting-edge audio techniques with the Audio Production Certificate program at CDIA. Learn about the world of audio, studio operations, current music technologies and music production as they are implemented for music, film, television and interactive media. You'll learn audio theory, gain competency with industry-standard tools, become familiar with professional standards, and understand the aesthetic considerations of audio.

    - Audio Production Certificate – **Course List & Descriptions**

- **Digital Filmmaking**
  The Professional Digital Filmmaking Certificate includes an intensive hands-on curriculum, taking you through all three stages of the filmmaking process: preproduction, production and post-production.

    - Digital Filmmaking Certificate – **Course List & Descriptions**

- **Graphic & Web Design**
  You'll learn to design for print and the web with practical, hands-on training with the design software tools being used by today's professionals. As you master publication design, file preparation, multimedia, interactivity and more, you'll develop the skills you need to create collateral, ads, newsletters, websites, and digital video and audio.

    - Graphic & Web Design Certificate – **Course List & Descriptions**

- **Photography**
  This intensive program provides comprehensive instruction in digital camera, composition, workflow and image archiving, Photoshop, color management, studio and location lighting, and file preparation for printing and the Web.

- **Photography Certificate – Course List & Descriptions**

- **Web Development**

Learn how to create dynamic, data-driven websites and Internet applications today's users and companies are demanding. Working with the same tools the professionals use, you'll develop content-rich websites that use databases and programming languages to display context-sensitive web content. This intensive program focuses on client-side programming with HTML, Cascading Style Sheets (CSS), and server-side programming using PHP scripting and Structured Query Language (SQL) databases in deploying rich media sites using various open source content management toolsets.

- **Web Development Certificate – Course List & Descriptions**

University of Maine (UMaine)

Viewbook

Located in the town of Orono along the banks of the Stillwater River, the University of Maine offers a strong traditional education at an affordable price. The state's land-grant university and the flagship institution in the University of Maine System, UMaine is one of New England's premier universities. We help students create success stories—with a wide variety of programs and opportunities—and we do so with world-class faculty members, nationally recognized research; first-rate facilities; a friendly, safe atmosphere; and easy access to some of the best year-round recreation sites in the nation.

At UMaine, you'll enjoy the world through 88 bachelor's degree programs, 70 master's degree programs, and 30 doctoral programs. Our library is ranked among the top in the country, we have one of the nation's oldest and most prestigious Honors programs, now the Honors College, and our students enjoy hands-on research, even at the undergraduate level.

New Media

The New Media program at the University of Maine embraces this diversity, offering course sequences in documentary, interactive, narrative, time-based, and networked media and spans a variety of practices, from software art to student cinema to game design.

Underlying this program's broad range of subjects, however, are a set of essential threads – cultural, technical, and creative – that run through every course. Whether you're studying DHTML or Derrida, your teachers may ask you to look at new media from the perspective of a philosopher, a programmer, or an artist. In today's rapidly changing cultural and economic landscape, this range of perspectives gives graduates of U-Me's New Media program an edge over their peers who graduate with a single skill or preoccupation.

- **BA in New Media**
  All pre-portfolio students in the program share a common experience of courses in applied

process and theory. After their first year, each student gathers work samples from her or his courses to date in an online portfolio that is reviewed by the faculty.

Students who pass the portfolio review continue as New Media Majors in years 2 through 4, choosing among five course sequences to develop a broad awareness of this evolving discipline.

From time to time students are brought together in core courses that explore the collaborative process. In the final year, a six-credit senior capstone course completes the BA. Here, students design and produce advanced projects ranging from online communities to mobile games to interactive installations.

- **Cultural/Core Sequence – Course List & Descriptions**
- **Documentary Sequence – Course List & Descriptions**
- **Interaction Sequence – Course List & Descriptions**
- **Narrative Sequence – Course List & Descriptions**
- **Time-based Sequence – Course List & Descriptions**
- **New Media Electives – Course List & Descriptions**
- **Outside Electives – Course List & Descriptions**
- **General Ed Requirements – Course List**
- **New Media Sample Course Plan**

University of North Carolina School of the Arts

Viewbook

The University of North Carolina School of the Arts is located in the Piedmont Triad region of North Carolina and is North Carolina's only public arts conservatory, dedicated entirely to the professional development of talented students in the performing, visual and moving image arts. The Bachelor of Fine Arts degree is offered in Dance, Design & Production, Drama and Filmmaking. UNC School of the Arts also offers a Bachelor of Music degree.

School of Filmmaking

Established in 1993, the School of Filmmaking is a unique arts conservatory that combines rigorous professional training with unparalleled facilities, equipment and resources. Our program is young enough to be flexible and forward-looking, but still maintain a strong emphasis in all the film crafts, using both traditional and new digital media.

- **BFA in Filmmaking**
  Students write, direct, photograph, edit, design and produce a variety of film and digital video exercises, short film and digital video productions, and numerous school-sponsored productions during their four-year course of study. All creative works are prepared at a professional conservatory level, and shown in our state-of-the-art theatres.

  - **Course List & Descriptions**

Parsons The New School for Design

A pioneer in art and design education since its founding in 1896, Parsons has cultivated outstanding artists, designers, scholars, businesspeople, and community leaders for more than a century. Today, when design thinking is increasingly being employed to solve complex global problems, Parsons is leading new approaches to art and design education. Parsons' five schools, which encompass 27 rigorous undergraduate, associates, and graduate degree programs, offer options for both focused training and interdisciplinary study. In addition, Parsons offers a wide range of open enrollment and continuing education programs for students of all ages.

The School of Art, Media & Technology

At AMT, we also understand that new media platforms and technological capabilities are roiling art and design as we know it. This sea change is breaking down the few remaining disciplinary boundaries, and offers artists new opportunities for commentary, reflection, and interaction in your work. We embrace, rather than resist, radical transformation, in order to best cultivate students' awareness of their interests and abilities.

- **BFA in Design & Technology**
    - **Course List & Descriptions**

University Center at
The New School, opening 2014

New York University

Viewbook – Liberal Studies

NYU's enrollment has grown to more than 40,000 students attending 18 schools and colleges at five major centers in Manhattan and in sites in Africa, Asia, Europe, and South America. The faculty totals over 3,100 full-time members whose research and teaching encompasses the humanities, the sciences, and the social sciences; the law; medicine; business; education; the fine arts, studio art, and the performing and cinematic arts; music; social work; public administration; the ancient world; and continuing and professional studies. Offering more than 2,500 courses offered the University awards more than 25 different degrees.

Tisch School of the Arts

One of the world's leading centers of undergraduate and graduate study in the arts, the Tisch School of the Arts comprises 17 departments and programs offering the BA, BFA, MFA, MA, MPS, and PhD degrees. The School offers state-of-the-art facilities, a collaboratively oriented community of award-winning faculty members, internship opportunities with established professionals, and the incomparable artistic and cultural resources of New York City and Singapore.

Whether you study at the Institute of Performing Arts, the Maurice Kanbar Institute of Film and Television, the Skirball Center for New Media, or the Clive Davis Institute of Recorded Music, you will be encouraged

to give full expression to your talents as you develop the skills necessary for a successful professional career.

Maurice Kanbar Institute of Film & Television

- **Undergraduate Film & Television Web Site**
    - **Course List & Descriptions**
- **Interactive Telecommunications Program (ITP) Graduate program**
    - **Course List & Descriptions**

Skirball Center for New Media

- **Cinema Studies Web Site**
    - **Course List & Descriptions**

School of Visual Arts

SVA is widely recognized as one of the finest art schools in the country for its innovative and experimental program philosophies, its participation in the cultural life of New York City, and the accessibility it offers to its unparalleled faculty of professional artists.

- **BFA in Advertising**
  Advertising at SVA is a soup-to-nuts proposition: We ground you in the basics—typography, digital production, 3D design, motion graphics, graphic design and a conceptual approach toward problem solving. We broaden your visual literacy and sharpen your voice.
    - **Course List & Descriptions**

- **BFA in Animation**
  SVA has prepared young artists for the animation industry for over 40 years. Our faculty includes some of the best artists in the industry, who bring knowledge and experience in multiple disciplines straight from the studio into the classroom. Mentors include directors, fine artists, photographers, special-effects artists, writers, character designers, advertising specialists and power users. You will learn innovative drawing techniques, methods of storytelling and storyboarding, and professional software (Photoshop, Flash, MAYA, After Effects, Toon Boom and Director) in our HD digital compositing lab. You will work in our Pro Tools audio recording studio designing sound for your films, creating sound effects and mixing sound tracks. You will have access to a proprietary music library that allows you to own the music in your films. You will be immersed in hands-on experience, whether you're studying traditional, stop-motion or computer animation.
    - **Course List & Descriptions**

- **BFA in Computer Art, Computer Animation & Visual Effects**
  This is a unique curriculum that focuses on the integration of 2D and 3D computer graphics within computer animation, visual effects and motion graphics. We offer comprehensive instruction in 3D computer animation with advanced classes in 3D modeling, lighting, texturing, dynamics, character animation and motion capture. The courses offered in visual effects feature advanced instruction in digital video, greenscreen studio production, compositing, rotoscoping and VFX animation.

    - **Course List & Descriptions**

- **BFA in Design**
  The Design program focuses on teaching visual communication problem solving, a skill that can open the door to a host of rewarding careers. Our program is a multidisciplinary educational system in itself, offering three separate majors that include Graphic Design, Motion Graphics and 3D Design.

    - **Course List & Descriptions**

- **BFA in Film & Video**
  As an SVA undergrad, you can specialize in Directing, Screenwriting, Cinematography, Editing or Sound. You can create a body of work that rivals most graduate schools. Our immersive program has many special features designed to educate you better and faster – like courses which are taught in collaboration by writers and directors, and an integrated curriculum which means you develop work in writing classes, fine-tune it with professional actors in directing, prepare and shoot it in production, and edit in post-production.

    - **Course List & Descriptions**

Rochester Institute of Technology

Viewbook

RIT is a place where brilliant minds assemble and collaborate, where they pool together their individual talents across disciplines in service of big projects and big ideas. It is a vibrant community teeming with students collaborating with experts and specialists: a hub of innovation and creativity. It is an intersection of disciplines, a launching pad for a brilliant career, and a highly unique state of mind. It is a perfect environment in which to pursue your passion. Here, the future is envisioned each day. And remade each day after. Imagine the possibilities.

College of Imaging Arts & Sciences

RIT is well known as one of the nation's premier universities for art, design, film, photography, and crafts. The range of innovative programs offered in our College of Imaging Arts and Sciences gives you a panoramic perspective that can be found nowhere else. Here you can create fine art using centuries-old methods or by pushing the boundaries of digital creativity.

- **School of Design**
  Named by Business Week as one of the top 10 design schools in the country and one of the top 40 in the world, RIT's Design School is also highly ranked by U.S. News and World Report and

Design Intelligence. The School of Design encourages creativity and professionalism within the context of its unparalleled, high-quality education. Since effective design, by definition, also communicates very effectively, you will learn to integrate form, function, and originality. Each program in the school enables students to work alongside faculty members to form an inquisitive and dynamic educational community in which creativity, critical thinking, innovative problem-solving, professionalism, aesthetic understanding, cross-disciplinary study, and social responsibility are explored, cultivated, and promoted. With a balance between technological and theoretical approaches, students explore the latest methodologies and resources, striving to generate new solutions to design problems. You will have access to specialized laboratories and advanced computer facilities, the Cary Graphic Arts Collection, the Graphic Design Archive, and the Vignelli Center for Design Studies.

- **3D Digital Design (BFA)**
  3D Digital Design (3DDD) prepares you to use three-dimensional computer graphics for applications such as motion and broadcast graphics, game art and design, medical and scientific simulations, data visualizations, architectural and engineering modeling, instructional multimedia, and more.

- **Graphic Design (BFA)**
  As a student in the graphic design program, you will learn and practice communicating ideas and information through printed, environmental, and digital presentation by integrating concepts, typography and imagery to express messages that interest, inform, and persuade intended audiences.
  - **Course List**
- **New Media Design (BFA)**
  The New Media Design and Imaging program offers you a unique course of study in the field of interactive and digital media. You will gain experience in concept development, information architecture, animation, interactive development, digital photography and video, and multimedia. You will also explore design for mobile devices, entertainment multimedia, user-interface design, motion graphics, and other areas of new media, while sharing courses with the New Media Interactive Development program within the Golisano College of Computing and Information Sciences.
  - **Course List**

- **School of Film & Animation**
  The School of Film and Animation's curriculum, developed by our faculty, students and successful alumni, is rooted in a shared passion for filmmaking. For over thirty years we have been preparing writers, producers, directors and the creative specialists for successful careers in the feature film, network/regional television, independent film and non-broadcast industries.
  - **Animation (BFA)**
    The 2D animation concentration begins with character design and progresses through dynamics and sequences. The 3D

Concentration teaches students all aspects of computer animation.

- **Course List**

- **Motion Picture Science (BS)**
  The RIT Motion Picture Science program is one of the first of its kind in the nation, providing a science and engineering education in the fundamental imaging technologies used for the motion picture industry. By joining a core curriculum in practical film-making from the College of Imaging Arts and Sciences and image science from the College of Science, this program trains students in the art and science of feature film, television, and animation production.

  - **Course List**

- **Production (BFA)**
  From film and digital production to animation and scriptwriting, you will gain a truly individualistic understanding of the moving image.

  - **Course List**

- **School of Media Sciences**
  The School of Media Sciences (SMS) offers a one-of-a-kind opportunity to learn about the integration of print and new media, as it is reflected within our digital society. We emulate the evolution of graphic communications from conventional print and publishing into cross-media technologies. Leadership and management in these dynamic industries require an understanding of cutting edge technology and emerging markets. Recently, SMS students have been working on several projects: designing customized marketing communications to increase advertising revenues, creating new ink formulas for eye-popping retail displays, publishing six editions of a newspaper in six hours, implementing social media plans for businesses, and helping museums create high quality reproductions of artwork. Graduates leave with an innovative, integrated skill set, a solid technical background of digital workflow processes, and a keen understanding of industry issues and trends.

  - **Media Arts and Technology (BS)**
    Media Arts and Technology is a unique program that reflects the convergence of technologies that allow content to be created, formatted, stored, and then shared via computer-based publications, printed material, online services, and various forms of interactive media.

Syracuse University

Viewbook

From its founding in 1870, Syracuse University has been the embodiment of Scholarship in Action—education that transcends traditional boundaries through a combination of innovative thinking, daring choices and entrepreneurial attitude. Our iconic campus is nestled amongst the rolling hills of Central New York—itself a crucible of historic change and progress. Building on that foundation, SU continues to create opportunities for students and faculty to push limits, build pathways, and make connections that lead to new discoveries and transformational change.

S.I. Newhouse School of Public Communications

One of the nation's premiere schools of mass communication, Newhouse embraces virtually every known form of information dissemination.

Bachelor's

- Advertising
  - Course List & Descriptions

- Broadcast & Digital Journalism
  - Course List & Descriptions
- Graphic Design
  - Course List & Descriptions

- Magazine
  - Course List & Descriptions
- Newspaper & Online Journalism
  - Course List & Descriptions
- Photography
  - Course List & Descriptions

- Public Relations
  - Course List & Descriptions
- Television, Radio & Film
  - Course List & Descriptions

Master's

- Advertising

- Course List & Descriptions

- Arts Journalism
  - Course List & Descriptions

- Audio Arts
  - Course List & Descriptions

- Broadcast & Digital Journalism
  - Course List & Descriptions

- Communications Management
  - Course List & Descriptions

- Documentary Film & History
  - Course List & Descriptions

- Magazine, Newspaper & Online Journalism
  - Course List & Descriptions

- Media Studies
  - Course List & Descriptions

- New Media Management
  - Course List & Descriptions

- Photography
  - Course List & Descriptions

- Public Diplomacy
  - Course List & Descriptions

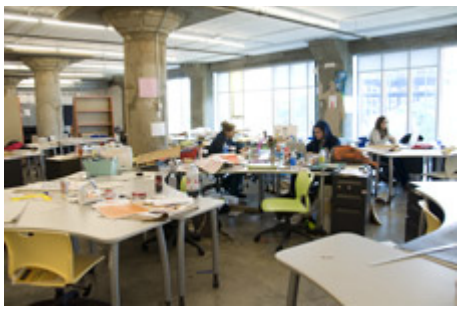
- **Public Relations**
    - **Course List & Descriptions**

- **Television, Radio & Film**
    - **Course List & Descriptions**

College of Visual and Performing Arts

The center of cultural life on campus, VPA supports the creative process and professional development.

- **BFA in Communications Design**
    - **Course List & Descriptions**



Rensselaer Polytechnic Institute

Viewbook

Rensselaer offers more than 145 programs at the bachelor's, master's, and doctoral levels. Students are encouraged to work in interdisciplinary programs that allow them to combine scholarly work from several departments or schools. The university provides rigorous, engaging, interactive learning environments and campus-wide opportunities for leadership, collaboration, and creativity.

Driven by talented, dedicated, and forward-thinking faculty, Rensselaer has dramatically expanded the research enterprise by leveraging our existing strengths and focusing on five signature research areas: biotechnology and the life sciences; energy and the environment; computational science and engineering; nanotechnology and advanced materials; and media, arts, science, and technology.

School of Humanities, Arts and Social Sciences

HASS is home to five academic departments—Arts; Cognitive Science; Economics; Communication and Media; and Science and Technology Studies (STS)—each of which combines a unique breadth and depth of scholarly expertise to create innovative educational programs and pursue interdisciplinary research. HASS offers majors and minors in Economics, Cognitive Science, Communications, Electronic Arts, Philosophy, and Psychology, as well as innovative interdisciplinary programs like Electronic Media, Arts and Communication (EMAC); Design, Innovation, and Society (DIS); Electronic Arts (eARTS); and Games & Simulation Arts and Sciences (GSAS)—all designed to equip you with the practical skills and cultural understanding you'll need to succeed in a technologically centered global economy.

Department of the Arts

Rensselaer's Department of the Arts is generally considered to be the first integrated electronic arts program within a research university in the United States. Founded in 1972, the department initiated the inclusion of electronic media in 1981.The department features an integrated and multidisciplinary

approach to the arts with a focus on the use of experimental and electronic media in artistic creation and performance.

- **BS in Electronic Arts**

  Concentrations
  - o **Visual Arts & Animation**
  - o **Computer Music & Sound Art**
  - o **Video & Emerging Media**
  - o **Art, Technology & Culture**

- **BS in Electronic Media, Arts & Communication**
  - o **Course List**

Department of Communication and Media

The Department of Communication and Media at Rensselaer is an internationally recognized center for interdisciplinary education, research, and theory development. Our programs prepare students to understand traditional and emerging communication technologies from a variety of perspectives, including communication studies, rhetorical studies, human-computer interaction, media and game studies, technical communication, composition, and graphic design. In addition to these strengths in theory and research, our graduates excel at designing and producing usable and appealing content for contemporary communication contexts.

- **BS in Communication with a Concentration in Graphic Design: Theory, Research, Practice**

Games and Simulation Arts and Sciences

At Rensselaer, your education will equip you with the design, technical, communication, and leadership skills needed to enter this exciting field and make an instant impact. Rensselaer's approach to games studies combines theory and practice, along with a strong emphasis on collaborative, interdisciplinary teamwork.

- **BS Degree in Games and Simulation Arts and Sciences**

  Concentrations
  - o **Arts (B.S. in Electronic Arts) – Course List**
  - o **Human Computer Interaction (HCI) (B.S. in Communication) – Course List**
  - o **Computer Science (B.S. in Computer Science) – Course List**
  - o **Management/Entrepreneurship (B.S. in Management) – Course List**
  - o **Cognitive Science (B.S. in Psychology) – Course List**
  - o **Writing – Course List**

Carnegie Mellon University

Viewbook

Carnegie Mellon University (CMU) is a global research university with more than 12,000 students, 95,000 alumni, and 5,000 faculty and staff. CMU has been a birthplace of innovation throughout its 113-year history.
Today, we are a global leader bringing groundbreaking ideas to market and creating successful startup businesses. Our award-winning faculty members are renowned for working closely with students to solve major scientific, technological and societal challenges. We put a strong emphasis on creating things—from art to robots. Our students are recruited by some of the world's most innovative companies.

College of Fine Arts

Welcome to the College of Fine Arts at **Carnegie Mellon University**. The College of Fine Arts is a community of nationally and internationally recognized artists and professionals organized into five schools, **Architecture**, **Art**, **Design**, **Drama** and **Music**; and its associated centers and programs.

School of Design

Our aim is to prepare designers for a world that places high value on the quality of human interactions. We develop and design products, artifacts, environments, systems, and services that support and enhance these exchanges.

- **BFA in Communication Design**
  We teach students to communicate in various contexts through storytelling, organizing information into systems, and visualizing ideas so that they are understandable to audiences. They work in both physical and digital environments giving form to typography, graphics and images. Students move seamlessly between various media, quickly generating and expressing ideas that educate, inform, and delight audiences.
    - **Course List & Descriptions**

Rhode Island School of Design (RISD)

Viewbook

Founded in 1877, Rhode Island School of Design (or "RIZ-dee" for the acronym RISD) is one of the oldest and best-known colleges of art and design in the U.S. Each year approximately 2,300 students from around the world pursue a creative, studio-based education at RISD, which offers rigorous bachelor's and master's degree programs in 19 architecture, design, fine arts and art education majors.

- **BFA in Film/Animation/Video**
  As an FAV major, you'll have the option of producing works in a wide range of genres – documentary, experimental or narrative film, for instance – and using diverse outlets, including installation and interactive media.

- Course List & Descriptions

- **BFA in Graphic Design**
  You'll study communications theory, design history, visual form-making, color, systems thinking and information design along with a progression of typography courses, from the anatomy of letterforms to expressive and experimental uses of type. You'll also have the opportunity to take studios in everything from traditional book arts to interactive texts and digital media.

  - Course List & Descriptions

- **MFA in Digital + Media**
  RISD's Digital + Media Department offers talented, intellectually engaged graduate students the opportunity to investigate innovative approaches to contemporary theory and practice in the digital arts. Structured to promote thought and work that crosses traditional lines between disciplines, the curriculum challenges students to consider non-standard approaches to the computer as a creative and expressive medium.

  - Course List & Descriptions

University of Texas at Austin

Viewbook

Every year we graduate 12,000 students who are the next generation of leaders, thinkers, innovators and scholars. There are nearly 450,000 Longhorn graduates living around the world, keeping alive the UT spirit of optimism and Texas pride.

We are a world-class research university. Last year our faculty and their research teams attracted more federal research grants than any American university without a medical school, except MIT. We were one of the top five universities in the number of U.S. patents awarded to our researchers in 2009.

Advertising & Public Relations

Our emphasis on theory and practice has for decades made us a leader in advertising and public relations education. From our two bachelor's degrees, to our master's and Ph.D., our specialized interdisciplinary degree programs combine scholarly rigor and cutting-edge professional training.

- **BS in Advertising**
  Although the large majority of our students will create their own emphasis area using our numerous advertising electives, a number will desire even more depth of study in one area or another. To meet their needs and to better bridge the gap between academia and industry, we offer several application-only programs as enhancements to our general advertising degree. Current enhancement programs offered are Texas Creative for future multimedia copywriters and art directors, and Texas Media for future media strategists and digital specialists.

  Concentrations
  - Texas Creative
  - Texas Media

- **Course List**

DigiPen Institute of Technology

DigiPen Institute of Technology is a dedicated, world-renowned leader in education and research in computer interactive technologies.

- **BA in Game Design**
  DigiPen's BA in Game Design is an interdisciplinary degree program that prepares students to become designers and artists. Graduates will be well versed in game design theory, level design, artificial intelligence design, and general art skills.
  - **Course List & Descriptions**

- **BFA in Digital Art and Animation**
  DigiPen's BFA in Digital Art and Animation degree program is an academically rigorous educational experience that is designed to prepare students to enter various digital media industries as production artists and animators.
  - **Course List & Descriptions**

Media Institute

At the Media Institute you can get the education you'll need to work in graphic design, web design, music production, audio recording, game design, animation, video production, talent management, or audio visual systems.

- **AS in Digital Art & Design**
  Students in this program develop a solid grounding in fundamental design principles including drawing, layout, color and typography as well as how to work with images, digital art and symbols to create messages that both inform and persuade audiences.

- **Independent Digital Film**
  The Independent Digital Film program is a new program specifically designed for the filmmaking business including the behind-the-scenes production process, writing screenplays and setting up a business. This program prepares students for the reality of a filmmaking career. The film industry market is changing and there are three powerful influences.

- **AS in Game Art & Animation**
  If you're interested in gaming, character design, visual effects, art and digital technology, then a career in Game Art and Animation could be an excellent fit for you. Game Art and 3d Animation training courses from Media Institute can prepare you to pursue a rewarding career using traditional and cutting-edge tools to create digital works of art.

- **AS in Video & Motion Graphics**
  As a student in this program you'll learn storyboarding, editing and production, camera techniques, live direction, and much more. You will be able to compose and create beautiful footage by using and understanding lighting design, creative camera focus and composition.

Hartnell Community College

Arts, Humanities, and Communication

- **AA in Multimedia Technology**
  Today's business, education, entertainment and telecommunication industries have been brought together by interactive and multimedia technology. An imaginative blend of art, science, technology and communication skills are required in order to design and produce effective presentations. Hartnell College meets this challenge by combining graphics, text, sound, music, video and animation in the Multimedia Technology Certificate, and AA Degree Program.

    - **Course List & Descriptions**

Colorado Mountain College

Colorado Mountain College is ranked #17 in the nation by CNN/Money for student success among more than 800 two-year colleges. The college is also rated #1 among Colorado's two-year colleges for graduation plus transfer rates. Learning here is personal. Classes are small. Faculty is friendly. Our graduates say that Colorado Mountain College has provided a solid foundation for the challenges they have faced.

Isaacson School for New Media

Colorado Mountain College offers one of the nation's first community college digital media programs. That means that in two years, you could be working for one of the many employers in Colorado and around the world who seek skilled digital media writers, marketers, designers and producers.

- **AAS in New Media – Journalism, Marketing, Production**
  The New Media AAS degree combines required general education and a core of required courses as well as three “tracks” or areas of emphasis in addition to the certificates. These emphasis areas include Digital Media Production, Digital Marketing & Design, and Digital Journalism, giving students a choice to meet their career goals.

    - **Course List & Descriptions**

    Concentrations
    - **Digital Journalism**
    - **Digital Marketing Design**
    - **Digital Media Production**

Southern Maine Community College

For over 60 years, SMCC has had a rich history of educating and preparing Maine people for jobs vital to Maine's economic prosperity. With nearly 7,500 students enrolled, SMCC is not only the largest, oldest and most diverse institution of the Maine Community College System, in 2009 it was also the fastest growing community college in New England.

- **AAS in Communications and New Media**
  Communications and New Media is a multi-media program that prepares students for careers as media producers. Media producers use technology to create and enhance communication through the integration of visual, audio, and web to present design solutions. They create web sites and graphic design for print media; they edit video for TV and web; they produce and edit scripts for TV and radio. This is a hands-on program providing students with access to industry-standard software and gear through work in state-of-the-art labs.
    - **Course List**

Kalamazoo Valley Community College

Kalamazoo Valley Community College is a two-year, comprehensive, public institution. This means that we offer a broad array of programs and courses designed for immediate employment as well as transfer to four-year institutions. Our "go-to-work" programs will give you skills necessary for immediate employment in today's highly technological and skill-based work force. Our transfer programs will give you solid grounding for success in a four-year college or university. Graduates in programs designed for immediate employment are highly successful, both in terms of job placement and in terms of entry salaries.

- **AAS in Art and New Media – Course List & Descriptions**

  Concentrations
  - Animation
  - Game Art
  - Graphic Design
  - Illustration
  - Time Based Media
  - Web Design & Interactive Media
  - Web Production Technology

City University of New York (CUNY)

The University is an integrated system of senior and community colleges, graduate and professional schools, research centers, institutes and consortia. From certificate courses to Ph.D. programs, CUNY offers postsecondary learning to students of all backgrounds. It provides the city with graduates trained for high-demand positions in the sciences, technology, mathematics, teaching, nursing and other fields.

Borough of Manhattan Community College

BMCC is a college that is alive with ideas and innovation, and supportive of the innate human striving for self-improvement, and enrolls approximately 24,000 students in degree-programs and 12,000 more in continuing education programs.

Department of Media Arts and Technology

The Media Arts and Technology Department provides a dynamic education in the fast growing field of digital design and communication technology. From computer graphics to web design, and from programming for games and animation to storytelling in HD video, the MEA department offers a variety of courses and concentrations focused on the exciting future of media in the post digital age. MEA studies can lead students to positions in the film and television industry, electronic journalism, web design and development, audiovisual production, advertising design, game design, audio design, animation, and the entertainment industry.

- **AS in Video Arts and Technology**
- **AS in Multimedia Programming**
- **AS in Multimedia Arts**
    - **Course List & Descriptions**

City University of New York (CUNY)

The University is an integrated system of senior and community colleges, graduate and professional schools, research centers, institutes and consortia. From certificate courses to Ph.D. programs, CUNY offers postsecondary learning to students of all backgrounds. It provides the city with graduates trained for high-demand positions in the sciences, technology, mathematics, teaching, nursing and other fields.

Bronx Community College

Since 1959, Bronx Community College of the City University of New York has been building on its vision to “graduate students who are prepared to live within, profit from, and contribute to a 21st century global environment marked by diversity, change, and expanded opportunities for learning and growth.” Located on a 43-acre, tree-lined campus in the University Heights section of the Bronx, BCC offers more than 30 academic programs that prepare students for careers and to continue their education at four-year colleges.

Department of Communication Arts and Sciences

- **AAS in Media Technology – Course List**
  One of the fastest growing fields today is Media Technology (MT). The entertainment field—broadcasting, television and films—is only a small part of the possibilities for trained media specialists. Major corporations, government agencies, businesses, hospitals and educational institutions use media to train, educate and communicate information. Students learn the skills needed to be a media operations technician in studio video production, field production, camera operation, lighting, editing, audio recording, digital graphics, photography, and the operation and maintenance of video and other basic media equipment.

- **AAS in Digital Arts and Graphic Design – Course List**
  This program seeks to prepare students for the dynamic field of digital art by providing a basic career-oriented education. Through intensive training in visual foundations and state-of-the-art technology, students gain aesthetic awareness, problem-solving skills and the technical proficiency necessary to pursue an entry-level position in the visual communication industry in

positions such as graphic design, web design, computer animation, 3D graphic visualization, motion graphics design, and interactive multimedia design.

City University of New York (CUNY)

The University is an integrated system of senior and community colleges, graduate and professional schools, research centers, institutes and consortia. From certificate courses to Ph.D. programs, CUNY offers postsecondary learning to students of all backgrounds. It provides the city with graduates trained for high-demand positions in the sciences, technology, mathematics, teaching, nursing and other fields.

LaGuardia Community College

At LaGuardia Community College you will receive high quality, affordable education at a nationally recognized institution of excellence from award-winning faculty who will help you reach your career and personal goals. LaGuardia offers more than 50 associate degree programs in many fields, from nursing to business to the arts to computer science, and four certificate programs.

- **AAS in New Media Technology – Course List**

Finger Lakes Community College

Set on a 250-acre, park-like campus, the College is part of the State University of New York (SUNY) system. It is a public, open access institution dedicated to providing a quality education in a student-centered environment.

- **AS in New Media**
  Finger Lakes Community College's AS in New Media combines the elements of computer science, fine arts, music, and communications to provide a comprehensive program which will give our students exposure and expertise with the technologies and tools that are defining the industry.
    - **Course List**
    - **Course Descriptions**

Salt Lake Community College

With more than 120 areas of study, there's a lot of room to grow. This is a place that high school graduates can take their first step into higher education and later transfer to a 4-year school. Where students can earn training and skills to take them directly into the workforce. Career professionals sharpen their skills. And anyone can take a class for their own enjoyment.

School of Arts, Communication & New Media

Convergence becomes the driving force behind the School of Arts, Communication & New Media. By combining the talents of students, faculty and staff within these disciplines, the better the educational experience for all. This convergence resonates on Capitol Hill. The Utah Legislature has appropriated funds exceeding $50 million for a new building for the School of Arts, Communication & New Media, to be located at the South City Campus.

Visual Art & Design

- **AAS in Visual Art & Design - Animation Emphasis – Course List**
- **AS in Visual Art & Design - Animation Emphasis – Course List**
- **AAS in Visual Art & Design - Design Emphasis – Course List**
- **AAS in Visual Art & Design - Illustration Emphasis (AAS) – Course List**
- **AAS in Visual Art & Design - Multimedia Emphasis– Course List**
- **AAS in Visual Art and Design - Photography Emphasis – Course List**
- **AAS in Visual Art and Design - Web Design Emphasis – Course List**

Appendix B -- Detail on College Facilities/Equipment with Links

Vancouver Film School

- 42,000 sq ft purpose-built facility
- Fully optimized 2D and 3D classrooms
- Three customizable design studios
- Life drawing room
- Post-editing room
- Post sound studio
- Two 72-seat surround sound theatres
- 1,600 square-foot, 280-degree green screen studio
- Superb student lounge
- Fully equipped student lunchroom
- EMC Isilon network-attached storage (NAS)
- Qube!, the leading digital render farm management system
- Ultra, high-speed fiber network provides 10GBs to your desktop
- Sony EX-1 and F335 and higher-end HD or Arriflex Super 16mm units
- Avid ICON D-Control ES dual-operator system

University of California – Los Angeles (UCLA)

Design Media Arts

- DMA Labs
- Video Lab
- Digital Audio Facilities
- Fabrication & Electronics Labs
- Print Lab
- Shoot Room
- Game Lab
- Art|Sci Center
- EDA
- DMA Grad Student Gallery
- New Wight Gallery
- MARS
- Arts Library

School of Film, Theater, and Television

- The Animation Workshop - Melnitz 2487
- The Billy Wilder Theater
- Black Box Theater -- Macgowan 1340
- Classroom 1330 -- Macgowan 1330
- Color Correction Suite -- Melnitz 2465
- Coral Tree Walk
- Costume Shop -- Macgowan 2204
- Critical Studies Screening Room -- Melnitz 2568
- Design Room Theater -- Melnitz 2534
- Design Studio -- Macgowan 3312

- Digital Media Lab ("Bullpen") -- Melnitz 2544
- Directors Guild of America Theater -- 7920 Sunset Blvd., Los Angeles
- Documentary Lab -- Melnitz 2536
- DVD Duplicator -- Melnitz 2464
- East Melnitz Hall -- 225 Charles E. Young Dr. East
- Editing Classroom -- Melnitz 2467
- Film to Video Transfer -- Melnitz 2464
- Final Cut Pro Suites Melnitz
- Flatbed Suites -- Melnitz 2443, 2445, 2449, 2451, 2453, 2455, 2571
- Freud Playhouse -- Macgowan
- FX Room / Group Edit -- Melnitz
- The Geffen Playhouse -- 10886 Le Conte Ave.
- Green Rooms -- Macgowan
- The James Bridges Theater -- Melnitz 1409
- John Candy Room -- Melnitz A405
- Lab for New Media -- Melnitz 2536
- Little Theater -- Macgowan Hall -- 245 Charles E. Young Dr., East
- Macgowan Hall -- 245 Charles E. Young Dr., East
- Melnitz Hall -- 235 Charles E. Young Drive, East
- Mix 1: Pro Tools Room Melnitz 2548
- Mix 2: Soundtrack Pro Melnitz 2558
- Murphy Sculpture Garden
  LATC -- 514 S. Spring Street, Los Angeles, CA 90013
- Production Office -- Melnitz 1441
- Production Screening Room -- Melnitz 2586
- Prop Shop -- Macgowan 1200B
- Rehearsal Room -- Macgowan 1350
- Re-Recording Stage ("Re Re") -- Melnitz 1422
- Scene Shop
- Scoring Stage -- Melnitz 1410
- Seminar Room -- Melnitz 2410
- George Burns Sound Stage -- Melnitz 1425
- Sound Stage 2 -- Melnitz 1427
- Sound Stage 3 -- Melnitz 1439
- Staff and TA Offices -- Melnitz
- Tech Office Melnitz -- 1426A
- Theater Lab -- Melnitz 1473
- Thesis Edit Suite -- Melnitz 2463
- TV Studio 1 -- Melnitz 1451
- TV Studio 3 -- Melnitz 1462
- Writers Guild of America Theater -- 135 South Doheny Dr., Beverly Hills
- Writing and Critical Studies Seminar Room -- Melnitz 2589

University of Southern California (USC)

USC Cinematic Arts Facilities

- School of Cinematic Arts Complex
- Marcia Lucas Post-Production Center
- David L. Wolper Center
- Eileen Norris Cinema Theatre Complex

- Frank Sinatra Hall
- Robert Zemeckis Center for Digital Arts
- Sumner M. Redstone Production Building
- The Marilyn and Jeffrey Katzenberg Center for Animation
- The 20th Century Fox Sound Stage

Academy of Art University

- School of Advertising
- School of Animation & Visual Effects
- School of Game Design
- School of Graphic Design
- School of Industrial Design
    - Wood Shop
    - Plastics Shop
    - Metal Shop
    - Painting Shop
    - 3D Computer Lab
- School of Motion Pictures & Television
- School of Multimedia Communications
    - View a Virtual Tour of the School of Multimedia Communications »
- School of Music Production & Sound Design for Visual Media
- School of Visual Development
- School of Web Design & New Media

California Institute of the Arts (CalArts)

- School of Art
- Graphic Design
- School of Film/Video
    - Sound Stages and Production Studios
    - Production and Post-Production
- School of Theater

Sacred Heart University (SHU)

- Communications & Media Studies

Quinnipiac University

- Ed McMahon Mass Communications Center

Central Connecticut State University

- Department of Design

University of Connecticut (UConn)

- Digital Media Center

Ringling College of Art & Design

- Institutional Technology
- Computer Animation
- Digital Filmmaking
- Graphic Design
- Illustration
- Photography & Digital Imaging

Full Sail University

- Campus Explorer

Savannah College of Art & Design (SCAD)

- Facilities by Program

School of the Art Institute of Chicago

- Film, Video, New Media, and Animation Department

Massachusetts Institute of Technology (MIT)

- School of Humanities, Arts, and Sciences

Boston University (BU)

- 3D Animation
- Audio Production
- Digital Filmmaking
- Graphic & Web Design
- Photography
- Web Development

University of Maine

- Innovative Media, Research and Commercialization Center (IMRC Center)
    - Equipment List

Parsons The New School for Design

- Academic Technology Supported Spaces

New York University (NYU) – Tisch School of the Arts

- George Amberg Memorial Film Study Center

- Maurice Kanbar Institute of Film & Television

School of Visual Arts

- n/a

Rochester Institute of Technology

- School of Design
- School of Media Sciences

Syracuse University

- Newhouse School
- College of Visual and Performing Arts

Rensselear Polytechnic Institute

- Department of the Arts - iEAR
- School of Humanities, Arts and Social Sciences – Electronic Media, Arts, and Communication
- Department of Communication and Media
- GSAS Computer Facilities

Carnegie Mellon University

- School of Design

Rhode Island School of Design (RID)

- Film/Animation/Video
- Graphic Design
- Digital + Media

University of Texas at Austin

- College of Communications

DigiPen Institute of Technology

- Digital Art & Design
- Game Art & Animation
- Video & Motion Graphics

Hartnell Community College

- n/a

Colorado Mountain College

- n/a

Southern Maine Community College

- n/a

Kalamazoo Valley Community College

- **New Media Center**

City University of New York – Borough of Manhattan Community College

- **Campus**

City University of New York – Bronx Community College

- n/a

City University of New York – LaGuardia Community College

- **Humanities Department**

Finger Lakes Community College

- n/a

Salt Lake Community College

- n/a

Appendix C – Documentation on Individual Interviews

Individual summary sheets for each person interviewed appear on the following pages

Tim Hunter – UConn Academia 8/1/13

Present at meeting:
- Tim Hunter, Professor & Department Head, Digital Media Center
- Rick Eriksen, Digital Arts / Multimedia Coordinator
- Fran Onofrio, President, Mason
- Charlie Mason, CEO, Mason

Tim took this position at UCONN because he saw the need for graduates trained in digital
- Couldn't find enough trained employees
- Had Career Builder do a jobs analysis in CT
    - Job pressure equaled .29 or 3 openings for only 1 qualified candidate
    - 2,250 jobs going unfilled by CT school systems
- Will share job research with MXCC
    - Has since sent copies of research

UCONN's program is based on four legs:
- Creative Makers
- Big Data
- Digital Social Sciences

Want to create graduates who are problem solvers, not just technicians
- Able to ask what the objective is and solve it creatively

Looking to support jobs in:
- Digital marketing management
- Social media management
- Analytics (Big Data) with a focus on making the analysis actionable

UCONN has set up an internal "agency" and is working with real clients for pay.
- Money earned has been used to pay for equipment and other resources
    - Has been very productive and produced revenues beyond the department's needs – shared with other departments

In terms of transfers up from MXCC, students would have to meet basic general educational requirements
- Could take basically any student if qualified

Goal for DMC program at UCONN is currently 160 students, with the added goal of an additional 240 students for the Stamford campus.

In terms of physical space UCONN is focused on the following:
- Making spaces multi-use
    - Interactive engagement space
    - Build-out spaces
- Doing away with computer screens and moving to laptops with mass licenses for Adobe Creative Suite – cloud based.
- Are using wall material that serves as a white board from corner to corner. Then can project on the surface and write over the projected image.
- They have a device call the Green Hippotizer that they use to stitch multiple projectors together.

Current DMC graduates are being 100% placed as follows:
- 65% in business

- 15% in creative (Blue Sky, ESPN, etc.)
- 25% in science/medicine

In terms of emerging digital job needs, they see a giant future need in the digital humanities area:
- Writers, historians, sociologists in terms of research abilities
- The need to stack digital data
- Gamification – using games to teach and train

Aaron Coleman – ESPN Media Organization/Broadcast Communications 9/10/13; 3pm

New Media Jobs
Approximately 200 new media jobs exist at ESPN

Entry-level Hiring
Relevant entry-level employees are hired into their Associate programs – Content Associates and Production Operations Associate
- Current program has 175 employees
- New hires rotate through 4 operations areas learning for 8 months in each area
    - Network Control Group
    - Content Edit Group
    - Production Control Room
    - Studio Group
- Hires must achieve "skilled" or "highly skilled" to move on to the next area
- Hires receive a pay increase with each level
- Upon successful completion, hires are moved to 1 of the 4 areas with an open need
- If no openings exist, hires are able to choose which area they wish to work

Source for New Employees
ESPN's best source for new employees is every school in the country – interns
- Next internship program starts 9/16
- Had 100 openings – they received 14,000 resumes
- Once interns successfully graduate, many apply to the Associate program
- Interns hit the ground running, with basic skills ESPN will train them within 2-3 weeks to handle Media Playout

Skills/Technical Capabilities
Students need basic, hands-on skills and training on new equipment/technologies

Specific Skills/Equipment
Non-linear Editing using Quantel
- ESPN has the largest Quantel server system with 40 editing rooms in Bristol
- Working to bring on rooms in South Florida, Charlotte, Longhorn (TX), and LA
- Most students are trained on the most popular – Adobe, Avid, and/or Final Cut Pro

Camera Operators
- Not just technical skills
- Must have a good eye
    - Should be able to see the shot through the lens
    - Step back and see the next shot before the director asks

Network Control Room or Master Control Room
- Not just Production Control Room
    - Candidates seem to think they are the same

Behaviors/Attitudes
All Generation Y'ers think they know everything there is know about a job within 6 months
Do not realize how much/everything there is to learn
Open and willing to put in the time to learn

Candidate Preparedness
Resume screen
Phone screen

- Equipment
- Skills

Interview

- What do you know?
- What are you interested in ?

Skills assessment

- What do you really know?

Frustrations

Candidates work on equipment, but don't know what equipment
If candidates knew what equipment, it makes for easier skills assessment

- I.e., Mixer – not all mixers are created equal, some take more skills than others

Facilities

Decent, new equipment
Hands-on experience

Dan LeRoy – Cox Communications-Production Cable System/Broadcast Communications 9/11/13; 1:30pm

New Media Jobs
Not relevant to Dan

Entry-level Hiring
Not relevant to Dan

Source for New Employees
Not relevant to Dan

Skills/Technical Capabilities
Broadcast Communications
Hands-on experience
Proficiency with a variety of camera types
Proficiency with a variety of platforms – PC and Mac
Proficiency with a variety of programs – Adobe, Avid, and Final Cut Pro
Proficiency with a variety of media – not just news, but also cinema, making movies, 3D animation

Behaviors/Attitudes
Open to learning
Flexible, able to adapt to changing situations
Work well under pressure
Able to meet deadlines
Able to work with many personality types – external and internal clients
Social preparedness – how they present themselves, professionalism

Candidate Preparedness
Familiarity with equipment and cameras
Familiarity with programs – Final Cut Pro and Adobe

Frustrations
Interns are a little slow coming into the real world – might want a week for a 2-day project
Technical skills vs. Creativity and the reverse – many seem to one or the other, not both
o They may have good technical skills, but are limited on creativity. They produce a commercial and you know the next one will be similar in style.

Facilities
Variety of camera types
Variety of platforms
Variety of programs

Other

MxCC differentials

- Had a friend who went to Central Connecticut for Broadcast Communications and he graduated with never having touched a piece of equipment
- Culture – tightness of students and faculty
    - Faculty always there and engaged with students right down to the English teacher
    - Students don't want to go home

Suggestions for Social/Workplace Preparedness

- Start agency to expose student to real world situations
- Role playing on how to handle difficult situations
- How students present themselves
- Professionalism

Don DeCesare – Crossroads Communications/WMRD/WLIS Audio 9/16/13; 12:00pm

New Media Jobs
Currently none
Engineering – audio, radio, transmission

Entry-level Hiring
1-2
Entry-level brought in part-time only

Source for New Employees
Sales – internet, airways, Facebook, networking
Engineering – referrals, networking
Would not bring someone on fresh out of school full-time

Skills/Technical Capabilities
Audio editing
Generalist – multiple skills
Engineer – more devoted

Specific Programs/Equipment
Audio editing
Computer literate
Savvy internet skills
Social media

Degrees/Certificates
Engineering

Behaviors/Attitudes
I work harder than you business – willing to ignore 9-5 mentality
Type A personality business on every level
Must energize themselves
Must work as hard as possible to get the job done

Candidate Preparedness
What do they do
What do they make
What are your prospects for the future

Greatest Need
Better engineers
- Audio
- Radio
- Transmission
- Install and fix transmitter

Frustrations
Practical skills missing
Not a big fan of academic programs vs. practical programs
Many prestigious institutions do not provide practical, hands-on experience

Concerns

Everything is Facebook, Twitter, etc., which are important, but don't forget the basics

- Audio editing
- Producing the show
- Booking
- Research materials for the host
- Promotion

Michelle Brown – Zag Interactive Digital Marketing Agency/Web Development 9/13/13; 10:00am

New Media Jobs
Web design
Web development – front end and back end application development
Marketers – SEO, email, digital, social media management, including content development
Project and account managers

Entry-level Hiring
Dependent on needs
Hire entry-level developers for support and fixes only not "real" development
Marketers for support level also

Source for New Employees
Last year went to career fairs at UConn and Central
Going back to UConn next week
Did not feel that Central was very organized or qualified

Skills/Technical Capabilities
Design
Development/programming
Communication skills – do not shelter developers from clients

Specific Programs/Equipment
Site Finity CMS – .net programming vs. php
WordPress
Design programs – Photoshop, InDesign, etc.

Degrees/Certificates
Computer engineering
Design
Marketing/writing

Behaviors/Attitudes
Strategic thinking
Communication skills
Enthusiasm
Social skills
Willing to work hard
Adapt to change
Willingness to learn
Good sense of humor
Balance work/personal life

Candidate Preparedness
Multiple interviews
Do your homework
It is a big deal – presentation and professionalism

Ask questions, i.e., how do you handle stress? What would you do in xx situation?

Greatest Need
Web developers
- Front-end design/interface
- Back-end programming

Frustrations
Sense of entitlement/no humility
Lack of taking responsibility
Lake of understanding of being a part of something bigger than them

Other
Culture is very important
Cool agency vibe
Experiencing huge growth mode
Heavy on financial services clients

mason, inc.

Patrick Volk – Geomatrix Productions Video Production 9/16/13 via email

1. Can you give us some idea of the types and number of New Media jobs that currently exist in your organization?
Geomatrix has seven full time employees. Five of our employees are “hands-on” involved in New Media production.

2. Roughly how many entry level employees do you hire in New Media jobs each year?
We have filled two New Media production positions over the last five years.

3. Currently, what are your best sources for new employees?
Our two most recent hires were both recent graduates of four year university level programs.

4. What kind of skills and technical capabilities do you expect employees to have?
We look for individuals who have a strong visual sense and an eye for composition and experience shooting video with a variety of cameras. We look for effective communicators who have a familiarity with industry standard New Media production software. In our case this means Adobe Production Suite which includes Photoshop, Flash, Premiere, After Effects and others, as well as Apple's Final Cut Pro. Our most recent hire also had extensive experience with Cinema 4-D, a 3D animation application.

5. Are there specific programs or equipment that you expect new employees to have experience with? If so, can you list the most important ones for us?
See above for software programs. In addition to familiarity with current camera systems, a strong grasp of digital filing systems and information management is essential.

6. What degrees or certificates do you require?
A bachelor’s degree is nice but more important is a good portfolio and a mature, problem solving, positive personality.

7. What kinds of behaviors/attitudes are you looking for?
See above.

8. How do you assess a candidate’s preparedness?
Looking at their experience, reviewing their portfolio, and interviewing them in person.

9. In the context of New Media employment, what is your greatest need, or your most difficult position to fill?
Not sure.

10. What are your frustrations?

“Feast or famine” business cycles which make it difficult to hire more full time staff and force reliance on freelance help.

11. What should we have asked you that we did not?

Glenn Orkin – Motion Inc. Video Production 9/17/13 via email

1. Can you give us some idea of the types and number of New Media jobs that currently exist in your organization? We have a 5 person staff consisting of 1 producer/director, 1 writer/director, 1 cameraman/editor, 1 online editor and 1 office manager.

2. Roughly how many entry level employees do you hire in New Media jobs each year? Over the years we have had very little turnover. We have an extensive network of freelance production specialists whom we regularly hire, including sound recordists, grips, makeup artists, teleprompter operators and 3D FX artists.

3. Currently, what are your best sources for new employees? We receive emails from job seekers who have found us online and have visited our website. When we have actively recruited, we posted our job description on mandy.com and productionhub.com.

4. What kind of skills and technical capabilities do you expect employees to have? Communication is at the top of our list - The ability to interact comfortably with team members and customers, to listen and to contribute to the discussion. An appreciation of the arts – literature, film, music, theater or fine art – is an asset, as well as an understanding of photography. A general understanding of editing and digital asset management is very desirable.

5. Are there specific programs or equipment that you expect new employees to have experience with? If so, can you list the most important ones for us? We would expect a cameraman to have proficiency with professional video equipment (above the 'pro-sumer' level) and the principles of lighting. Editors should have avid experience and a familiarity with Photoshop, after effects, DVD studio pro, adobe encore, and encoding software such as episode or Sorenson.

6. What degrees or certificates do you require? A degree or certification is of less importance than work and life experience. We value the ability to tell a good story, using the classic tools of the trade, in as original and visually compelling ways as possible.

7. What kinds of behaviors/attitudes are you looking for? We look for team players who are articulate and creative, and passionate about creating programs that will make our customers happy.

8. How do you assess a candidate's preparedness? Interview and review of candidate's portfolio

9. In the context of New Media employment, what is your greatest need, or your most difficult position to fill? Director of photography/cameraman.

10. What are your frustrations?

11. What should we have asked you that we did not?

Jake Kahn – The FlatIron Works Video Production 9/18/13; 11:00am

New Media Jobs
Currently none
Rely on independent contractors/freelancers

Entry-level Hiring
n/a

Source for New Employees
n/a

Skills/Technical Capabilities
Camera operators should have the ability to shoot and edit
Computer animators should know After Effects, post production, 3D & 2D animation
Art directors should be conversant in motion graphics/moving images
Audio post production should have a good ear not just the technical skills; many are musicians
Junior producers should have many skills – lighting, angles, lens choice, etc.

Specific Programs/Equipment
Adobe Premier which integrates with After Effects
Avid
Final Cut Pro
Audio editing software and equipment
Most common cameras – Sony or Canon DSLR/SLR cameras

Degrees/Certificates
Degree/ certificate is not as important talent, passion, and drive; experience will come
Degrees/certificates can provide skill set that is important and helpful, but is not the end all

Behaviors/Attitudes
Keep mouth shut
Absorb like a sponge
There is room for a lot of different people at different levels

Candidate Preparedness
Portfolio
Confidence – believe in themselves
If you haven't produced anything, you must create something – make it happen
Know how to shoot
Know what to shoot
Have a good eye

Greatest Need
n/a

Frustrations/Concerns
Schools don't connect the dots
Need to find good companies for internships
Bring in consultants to discuss the real world
Candidates don't know what they'll do
What kinds of responsibilities they'll have
What they'll make
What the possibilities are

Michael Astrachan - Xvivo Animation 9/18/13; 11:30am

New Media Jobs
Animators
Motion Graphics
Producers
Communicators
Digital Illustrators
Technical Directors

Entry-level Hiring
n/a

Source for New Employees
Interns
Have hired about 5% of interns over the years
Through programs with development groups at schools

Skills/Technical Capabilities
Depends on career focus
Working at DreamWorks or Pixar, they want very specific skills, i.e., modelers, lighting, texture, skin pours, water
Smaller firms will want Generalists that can take an independent project from script to screen, those who understand the whole process

Specific Programs/Equipment
Adobe After Effects
Adobe Photoshop
3D software – XXI, LightWave, 3ds Max

Degrees/Certificates
None

Behaviors/Attitudes
Socially balanced
Will to work with a team
Good communicators who understand relationships and relationship management
Able to accept criticism without defending themselves
Continually try to improve

Candidate Preparedness
Portfolio
Socially-balanced

Greatest Need
Good, well-rounded animators

Frustrations
Miserable (subpar) portfolios

Comments/Other
o Strong believer in a combination program

- Fine art and digital skills
- Theory and language plus technical skills

Steve Lovelace – Moving Pictures Video Production 9/18/13; 2:00pm

New Media Jobs
End production – new media
Independent new media people
Interactive designers
Editors
Directors

Entry-level Hiring
n/a
Corporate-level seems to be doing more/most hiring

Source for New Employees
Networking

Skills/Technical Capabilities
Cutting-edge skills
Solid skills in what they're pursuing
Design skills
Artistically different
Capture good footage
Cameras
Workflow
File management

Specific Programs/Equipment
Video Production
- Adobe Premier is in widespread use because of its integration with Photoshop, Illustrator, and After Effects
- After Effects widely used for motion graphics
- Final Cut Pro
- Avid still in use, was more popular in the 90s-2,000s

Audio Production
- Going from Pro Tools (Avid) to Adobe Audition and Soundbooth

Need to be an expert/guru at what you do/what you know

Degrees/Certificates
Not necessary, but the things you learn can make your life easier

Behaviors/Attitudes
Problem solvers
Creative thinkers
Good art sensibility/what looks good not just technology/technical skills
Combination of technical skills and art skills
Dedicated
Think outside the box
Be a nice person

Candidate Preparedness
Portfolio
Want to see reels

Greatest Need
n/a

Frustrations
Mediocrity
Can't interface with different levels

Comments/Other
95% of work is going to top 5% in their fields
Must be a complete master at what you do
Need to bring artist and technologist closer together
Must know basics, foundation, theory, principles
Technology makes job easier, but it's only 1 part
Teach storytelling – what makes a good story, what make good audio, lighting, video/camera action
Bring in more guest speakers, veterans in the field, to talk about the real world, a day in the life of
- Work environment
- Etiquette
- Stressors
- What's the workflow like
- Where do things get hung up
- How to adapt to changing situations
- Relationship management

Engage students to do research and find what's new
Encourage students to bring new ideas and skills to explore and learn
Feels MxCC may be competing with all of us for business

Jamie Welch – New Wave Industries App/Web Development 9/19/13; 12:00pm

New Media Jobs
Web designers
Web developers
Coders/programmers
Social media specialists
SEO specialists
SEM specialists
Video production

Entry-level Hiring
n/a

Source for New Employees
Craigslist
Intern.com
College boards
Intern from MxCC employed for 8 years now

Skills/Technical Capabilities
Hands-on experience
Web culture
Rapid web development
Responsive design – scalable/optimized for mobile
Frameworks
Architecture
SEO
File management
Mobile app development/programming for iPhone and Android

Specific Programs/Equipment
Adobe Creative Suite – Photoshop, Dreamweaver, Illustrator, InDesign
PHP
MySQL
Zend Framework
Git – source code management (SCM)

Degrees/Certificates
Not necessary – had a high school junior who came to shadow who was a wizard programmer

Behaviors/Attitudes
Good communicators
Time management skills
- Real world timing
- Being able to accurately estimate time
- No time to get “inspired”

Candidate Preparedness
Portfolio – fictional if necessary
Skills assessment

Greatest Need
Mobile app developers
PHP programmers (previous)

Frustrations
Style or skill-level not up to today's standard
o Historically only 1 of 6 interns have been able to produce any real work that's useable

Comments/Other

Neil Johnson/Stephen Supplita – Mason Inc. Web Development 9/23/13; 9:30am

New Media Jobs
Web designers
Web developers
Coders/programmers
SEO specialists
SEM specialists
Digital designers
Social media specialists
Art director
Creative director

Entry-level Hiring
n/a

Source for New Employees
College boards with relevant programs - Quinnipiac
Search – All the Best People

Skills/Technical Capabilities
Designers should have some knowledge of front-end CSS
Developers should have some design knowledge
Responsive design/mobile first approach
Knowledge of user experience/human computer interaction (HCI) – wireframes, prototyping, testing, analysis, usability
Knowledge/familiarity with CMS systems
SEO
Analytics
App development

Specific Programs/Equipment
Adobe Creative Suite – Photoshop, Dreamweaver, Illustrator, InDesign
Java
HTML 5
CSS3
jQuery
PHP

Degrees/Certificates
Helpful for basic skills, theory, and principle
Real world experience

Behaviors/Attitudes
- Willing to do anything – no prima donnas – titles are out
- Willing to learn new things
- Creative collaboration/atmosphere
- Future forward thinking

Candidate Preparedness
Portfolio – should be relevant – don't just tell me, show me

Interview
Personality

Greatest Need
n/a

Frustrations
Lack of fundamental design skills, i.e., theory, typography, etc.
Stretching the truth, liars, trying to be something you're not

Comments/Other
Day in the life/career paths across different industries

John Forster – Anderson Animation/Digital Media Production 9/24/13; 11:00am

New Media Jobs
Animators
Graphic designers
Creative director
Motion graphics

Entry-level Hiring
Mainly phones and such, way to get in and absorb through osmosis
High-end production requires 3-5, 5-7 years' experience

Source for New Employees
Employees from around the world
Staff includes a Columbian, Brazilian, Argentinian, etc.
Pro Tools audio equipment specialists have come from Berkley

Skills/Technical Capabilities
Specific Programs/Equipment
After Effects – needs expert level
Illustrator
Maya
Avid Symphony
Moving to Autodesk Smoke
Media Composer is ok
They do not use Final Cut
Pro Tools audio equipment
Broadcast equipment – various cameras, lighting, sound, etc.

Degrees/Certificates
Behaviors/Attitudes
Good work ethic
Willing to put in the effort
Self-starter – do not have time to hold hands
Interact in a professional manner when in a room with producer and client
No is not an option – we will do our best to facilitate your request

Candidate Preparedness
Greatest Need
Avid Symphony Editors

Frustrations
n/a

Comments/Other

Recommends a program where motion graphics is combined with broadcast communications
Look at the program at Eastern
What helped him gain “real world” experience at Lyndon State in VT was they produced 2 news broadcasts every at 12pm and 5:30pm – there were no excuses – just had to make it happen

Dave Webster – VSI Media Broadcast Communications/Digital Media/Video Production 9/24/13; 11:15am

New Media Jobs
Camera operators
Production
Post-production
Editing
Field production
Radio production
Audio mixing
Closed captioning
Language translation
Subtitles
Anything that leverages the web

Entry-level Hiring
Transcription
Production assistant
Sales
o Jobs to get your foot in the door

Source for New Employees
MxCC
Word of mouth
Craigslist
Monster

Skills/Technical Capabilities
Computer literate
Eye for media and composition
Good video skills
HTML, XML
Familiarity with a variety of file formats – HD 720 and 1080
Apple and Avid editing systems

Specific Programs/Equipment
Adobe Creative Suite
Final Cut Pro
Avid Pro Tools
Various animation software
Avid Symphony
Adobe Premier
Production software – pre and post

Degrees/Certificates
Helpful
Hands-on practical experience

Behaviors/Attitudes
Self-starters

Want to learn
Curious
Careful initiative – no bump on the log, no bull in the china shop
Customer focus
Willing to put in the extra effort
Initiative to learn on own

Candidate Preparedness
Resume
Interview
Questions
Portfolio – check reels
References
Observe initially while on probation

Greatest Need
Technical, creative, and sales
- Each has their own unique skill set and industry contacts

Frustrations
Balance
- Not overly confident – a know-it-all
- Too quiet – doesn't contribute

Comments/Other

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Chris Reardon – Workforce Alliance Labor Agency 9/25/13; 10:30am

Skills/Technical Capabilities

Technical skills – must be up-to-date with skills & equipment
- Keep an eye on the industry
- Challenge will be to teach what's coming in the next 6-9 months, not just what's being used now

Applied math skills

Terminology/industry vernacular
- TV has a lot of slang; if a student were taught and able to talk the language in an interview it could go a long way

English courses – update for today's needs

Behaviors/Attitudes

Ability to work in teams
- Collaboration
- Coordination

Comments/Other

Strengthen relationship with Larry McHugh from Middlesex Chamber of Commerce
- Host breakfast
- Knows anybody who's somebody

Make more of a statewide effort with Connecticut employers
- Especially in the area along Route 9

Host employer open house
- at 2/3 point in program, invite employers to meet prospective employees and tout MxCC

Articulate MxCC advantage to employers
- Only college in state to offer this as a 2-year program
- Ability to update courses and curriculum to fit employers needs