



COLTON REDLANDS YUCAIPA
REGIONAL OCCUPATIONAL PROGRAM
Inspiring Possibilities

2016-2017

Digital Video Production I & II

Advisory



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Industry Advisors

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2016-2017 Digital Video Production I and II *Advisory*

To validate the Digital Video Production I and II curriculum, CRY-ROP educators met with business and educational partners from the film production, multimedia and TV industry sectors on November 17, 2016 and on February 1, 2017. Discussion topics at this advisory meeting focused on unit review, workforce trends, hiring practices, entry-level skills, and training and certification requirements for students who have knowledge and experience in video production.

Question 1

What does your hiring process look like?

Question 2

What interpersonal skills are lacking in today's workforce?

Question 3

What foundational skills are necessary for entry level positions within your industry?

Question 4

What skills/knowledge is being required of new employees to address the latest trends in technology, equipment, regulations, laws, etc.?

Question 5

What skills have become obsolete in your industry due to changes in technology, equipment, regulations, laws, etc.?

Question 6

What types of training, education, certifications, or credentials are desirable for entry level positions in your field?



Digital Video Production (11/17/2016 & 2/1/2017)

Question 1: What does your hiring process look like?

Digital Video Production I:

Advisors stated that portfolios or demo of their work is good for getting your name out there in order to be hired. This is important for those that are interested in a company looking for a certain style. A YouTube or Vimeo page with sample of work is also beneficial.

Digital Video Production II:

Independent production companies or studios like to see resumes and sample of work or digital portfolio, experience/internship, interviews and degrees are just as important. Large studios you will have to work your way up via internship, sample of work or digital portfolio, good resume, word of mouth, schooling, and experience.

If students are interested in working for a studio, they must research that studio and know everything about them, what they are popular for, and their content style.

Question 2: What interpersonal skills are lacking in today's workforce?

Digital Video Production I:

Advisors mentioned that most people have issues on how to speak properly. Using slang words saying “um” or “ah” all the time. Asking questions about the job you’re doing if you’re new to the set. Attention to detail and knowing how to market yourself (web development).

Digital Video Production II:

Advisors stated that you must have an artistic and creative attitude. Good communication skills, not being engaged, lack of collaboration, being a team player, and problem solving skills are lacking in new potential hires.

They also mentioned lacking the ability to know various jobs in video production: editing, effects, sound, camera work etc... The knowledge of these tasks can go a long way in the field.

Question 3: What foundational skills are necessary for entry-level positions within your industry?

Digital Video Production I and II:

Advisors for both courses mentioned that editing content skills (to tell a story), knowledge of different editing software (Final Cut, Premier, Pro Tools etc...), lighting, quality writing and story telling are important skills. An AVID certificate would help in moving up in the field, but is not always necessary depending on the company or studio.

Question 4: What skills/knowledge is being required of new employees to address the latest trends in technology, equipment, regulations, laws, etc.?

Digital Video Production I and II:

All advisors for both courses stated that keeping up with current hardware and software technology in the industry such as AVID, Adobe Premiere, Final Cut, Animate (Flash) is good to know. Having knowledge of various editing tools can be a benefit if a studio uses one software over another.

With so much content today produced for live streaming or online, it makes sense for future filmmakers to be able to wear different hats (directing, writing, hosting/talent, and editing) and be able to produce and edit quality content on the fly and in a timely manner.

Question 5: What skills have become obsolete in your industry due to changes in technology, equipment, regulations, laws, etc.?

Digital Video Production I:

Due to browsers updating and changing all the time, using Flash for building content (now called Animate) is slowly becoming obsolete. This is especially true since most people are using their portable devices or streaming services for content.

Digital Video Production II:

Creating content on actual film stock is slowly becoming obsolete due to HD and 4K digital content being produced, especially in live production and streaming such as YouTube, Crackle, Veoh and Vimeo. The quality of the content still needs to be there to gain a proper following, even if producing content for your own internet channel for advertising dollars.

Question 6: What types of training, education, certifications, or credentials are desirable for entry-level positions in your field?

Digital Video Production I:

Advisors in this meeting agreed that some degrees such as an AA or Bachelor's degree and training/internship can assist in giving an applicant an added advantage in moving up in a studio and possibly making more money, but is not required in the field. A business degree can come in handy if trying to start your own production company.

Digital Video Production II:

Students with internship experience and a great portfolio can go a long way. Small or independent studios may not require any specific training or certification. Some advisors mentioned that an AVID certificate might be good to have. Most students out of high school can find work right away or can produce online content immediately, if they have the basic knowledge.

Media and Communication Workers

State and National Trends

United States	Employment		Percent Change	Projected Annual Job Openings ¹
	2014	2024		
Media and Communication Workers, All Other	33,500	37,000	+10%	880
California	Employment		Percent Change	Projected Annual Job Openings ¹
	2014	2024		
Media and Communication Workers, All Other	11,500	12,700	+10%	300

Camera Operators

State and National Trends

United States	Employment		Percent Change	Projected Annual Job Openings ¹
	2014	2024		
Camera Operators, Television, Video, and Motion Picture	25,400	25,900	+2%	280
California	Employment		Percent Change	Projected Annual Job Openings ¹
	2014	2024		
Camera Operators, Television, Video, and Motion Picture	7,000	7,200	+3%	80

Film and Video Editors

State and National Trends

United States	Employment		Percent Change	Projected Annual Job Openings ¹
	2014	2024		
Film and Video Editors	33,500	39,400	+18%	890
California	Employment		Percent Change	Projected Annual Job Openings ¹
	2014	2024		
Film and Video Editors	15,800	18,000	+14%	360

Producers and Directors

State and National Trends

United States	Employment		Percent Change	Projected Annual Job Openings ¹
	2014	2024		
Producers and Directors	122,600	133,800	+9%	5,050
California	Employment		Percent Change	Projected Annual Job Openings ¹
	2014	2024		
Producers and Directors	32,000	36,800	+15%	1,510