



COLTON REDLANDS YUCAIPA
REGIONAL OCCUPATIONAL PROGRAM
Inspiring Possibilities

2017-2018

Digital Video Production II

Advisory



TABLE OF CONTENTS

ADVISORS	1
CURRICULUM REVIEW BY UNIT	2
INTRO/QUESTIONS	3
ANSWERS BY INDUSTRY	4-5
LABOR MARKET STATISTICS	6-7

Industry Advisors

Kevin L., Adjunct Professor, TV/Film, San Bernardino Valley College

James T., Academic Multimedia Developer, Cal State University San Bernardino

Jorge U., Owner/Multimedia, LX Films

Curriculum Review by Unit

Unit 1– This unit is fine and no suggestions at this time. The description of the course section had a typo in first paragraph (which is now fixed) and has some text in the second paragraph that does not make sense (has now been reworded).

Unit 2– Good content no suggestions.

Unit 3– Good content no suggestions.

Unit 4– Good content no suggestions.

Unit 5– Good content no suggestions.

Unit 6– Maybe mention the different types of jobs and/or responsibilities that are carried out. Example: a director does not always hold the camera, that job would be for the Directory of Photography.

Unit 7– Good content no suggestions.

Unit 8– There is no mention of the name of editing software that is to be used. For example: AVID, Final Cut Pro, Premier, etc... Might want to mention the video formats, video coloring or grading, how CG or 3D graphics are overlaid onto video.

Unit 9– Good content no suggestions.

Unit 10– Good content no suggestions.

Unit 11– Good content no suggestions. Advisors like the hands on portion with writing and producing content. Great way for students to learn.

Unit 12– Good content no suggestions.

Unit 13– Good content no suggestions.

2017-2018 Digital Video Production II

Advisory (2/2/2017)

To validate the new Digital Video Production II curriculum, CRY-ROP educators met with business and educational partners from the film production, multimedia and TV industry sectors both of which use this process. 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

Question 1: What does your hiring process look like?

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?

Artistic and creative attitude, good communication skills, not being engaged, lack of collaboration and teamwork, and problem solving skills.

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?

Editing content skills (to tell a story), knowledge of different editing software (Final Cut, Premier, Pro Tools etc...), lighting, quality writing/story telling. An AVID certificate would help in moving up, but not always necessary depending on 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.?

Keeping up with current hardware and software technology in the industry such as AVID, Adobe Premiere, Final Cut, Animate (Flash) is good. Having knowledge of various editing tools can be a benefit if a studio uses one software over another.

With so much content today being 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.?

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 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?

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 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, but is not required. 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