



MAD Advisory Meeting

May 16, 2018

Attendees:

Ian Holmes, MAD Department Chair & Digital Cinema Coordinator
Kati Angelov, MAD Dept. Professor & Motion Design/Projection Mapping Coordinator
Libby Blood, PIXAR Studios - Editor
Todd Blood, Exhibitors First Distribution
Peter Anthony Andrews, PACO Global Enterprises
Victor Archer, Bear Industries
Craig (Burnie) Burns, Los Angeles Grip and Lighting
Curt Apduhan, Cinematographer
Art Kirsch, Kirsch Production – SoCalShowbiz.com
Vu Vuong, PBS (Public Broadcasting System), Motion Designer
JJ Vasquez, MAD Instructor, Film Producer
John Blalock, Chapman University - Professor
Justin Brewer, Grass Roots Entertainment
Lisa Mann, Professor – USC
Evan Tedlock, Professor - USC
Liz Aldridge Holmes, Coastal Enterprises – Graphic Designer
Tim Keenan, Creative Media Recording
Alex Fitch, Fitch Design, MAD Instructor
Thomas Shimanek, MAD Instructor, Iris Media – Owner
Dennis Wright, MAD Instructor
Todd Howard, Independent Filmmaker
Brian Curtain, Film/TV Music Composer, Music Dept. Instructor
Mike Libonati, East Los Angeles College, Professor
Sohia Lurssen, Student
Ian McKearney, Student
Alysha Nunez, Student

Meeting Began at 6:00pm

Ian and Kati

- Greeting and overview of MAD department
- Overview of Cinema program
- Goal is to give hands on skills and knowledge
- Purpose of Advisory group
- Introductions
- Roundtable discussion of programs, classes and state of industry

Advisory Committee Recommendations

Evan and Lisa Mann

Consider purchasing, Touch Designer - projection mapping software, 2d 3d mapping. Use Connect software with Touch Designer for tracking, consider buying Touch Designer.

Sophia

- Try to incorporate more fine art projects within the MAD department classes.

Alysha

- Increase interactions between MAD Digital Cinema classes and Music Dept. Classes.
- Rewrite course descriptions to be more easily understood by students.
- Counselors/mentors have been very help.

Burnie

- Industry is mainly freelancing.
- Teach student DIY approach to technology so they can learn to problem solve with what's available to them.
- Technology is changing so fast students need to know how to navigate it. Teach freelance skill set, people skills.
- Negotiation skills, budgeting for life is very important for freelancers. Film/TV production is an example of the gig economy and students need to know how to navigate that type of business model so they can survive from job to job.

Todd Blood

The department should provide more guest speakers from industry. Guests should explain to students how they got their first job and the job they currently do.

Alysha

I would like to see more symposiums and workshops on life skills and social media skills. Have guest speakers that are younger, more recent below the line production workers.

Todd Blood

Many local (El Dorado HS) high school grads in industry could come speak. Working in major studios currently. Reach out to teacher Mark Switzer and ask for his help in contacting younger film/TV professionals to recruit for guest speakers and symposiums.

Curt

- Hired Libby Blood because she was talented and demonstrated a good work ethic.
- Instructors should teach the practical side of passion.
- Understand competitor's function
- Emphasize the actual working process of movie, every minor detail, practicality of entire process.
- Teach what every title in end credits does and encourage students to go for those jobs.
- Put industry tools in the hands of students so they can learn every aspect of each job on a set and how to use the tools associated with that job.

Art

- The MAD Digital Cinema program is unique in that it focuses on teaching skills that prepare students to get their first job in production.
- The MAD department should its own website that features videos that explain the industry and the jobs within the industry.
- Have experienced people write/talk about their professional experiences.
- Develop an online course where professionals share their experiences of how they got to where they are today.

Lisa

- USC has Animation Studio Day, which is produced by the program's MFA students. This is an event where students reach out to studios and host them on campus for students to interact with and learn what the studios are looking for in prospective employees.
- Hold portfolio reviews events.
- Create relationships and internships with studios.
- Develop a career day featuring people in industry.
- Teach students how to enter festivals.

Tommy

- Create a series of short films featuring current students and alumni that are just one minute long. These films should explore students school and professional experiences.
- Maybe call the series the, MAD Minute.

Todd Howard

The MAD programs could benefit from purchasing the pre-production and budgeting application, Movie Magic. Students could then learn to budget a film professionally.

Burnie

Focus on smaller non-entertainment type work, smaller industries. There is more work in corporate video/audio production than in the entertainment industry.

Peter

- Job opportunities can be found at advertising agencies, public relations firms too.
- Promote the opportunities in corporate and industrial video production.

Alex

- The department should we break up the graphic design program into smaller segments.
- The department needs a typography class to prepare students for graphic design.
- Buy a font library to support the design classes.

Dennis

- Design classes need Cintique tablets for 2D animation, and design classes to use.

- Invest budget in the Cintique tablets and more 3d printers.
- Students need to be able to produce physical samples of their models so more printers would be very helpful. The students would then have samples of their work to show to employers.

Alex

- Design students need to be able to create physical examples of their design work that demonstrate real world products.
- Buy textile printing equipment. A digital textile printer is needed.
- Cintique tables are the are the standard in the design world and MAD should be using them.

Victor

- Create more collaboration between classes for assignments. Develop more real world based projects to provide more meaningful experiences for students that model the world of work.
- Reach out to non-profits and ask to collaborate with them so students can produce content for the organization and begin building up experience and screen credits.
- Contact the chamber of commerce and the city and ask to work with them on projects.

John

Motion design is in more demand than visual effects. The department should be focusing their energy and budget on developing motion design classes and teaching those skills to students because that'

Curt

Teach the overview process of making film. Maybe this course can be a prerequisite for the entire program of classes. This class should teach how a film comes to life, how they bring people together, step-by-step process. The postproduction process needs to be emphasized in classes because there is a lot of work in that area of production. Students need to know how to connect the dots, maybe once they learn all the positions on a film crew they will be inspired and come to discover a job they didn't know existed or didn't understand.

Ian

We have developed a class that covers that information. MAD 179 C, Concept to Exhibition is already on the books but has not been taught yet. It was scheduled one semester but was cut due to low enrollment.

Peter

- The Writers Guild and Producers Guild has lists guest speakers that can come to speak to classes and explain those trades. Their human resource staff might be able come speak about job descriptions, duties, and opportunities.
- The industry unions have knowledgeable people who can provide advice to the department.

Justin

- Develop a class focused on TV writing - scripted and unscripted.
- Maybe also a class on packaging marketing, commercial scriptwriting.

Ian

We do have a class focused on writing that covers a variety of media including film, TV, and live action content for web distribution. This course is titled, MAD 111 C, Introduction to Media Writing. This class is currently taught online.

Lisa

Develop a class on how to put together a reel and a portfolio.

Ian

We teach the reel and portfolio skills in our MAD 295 C, Media Arts Internship class.

Ian

What are you looking for when hiring a new employee?

Burnie

We would like to see hear philosophy from applicant. The prospective employee should make a video about their work process, philosophy and not just show pretty pictures.

Curt

- We look at what film credits applicants have on their resume.
- We're looking for team player and how the applicant will fit on an existing team or crew.
- 3 most important aspects of applicant:
 - A website is more important than reel. It has to represent the job applicant.
 - The website should contain a reel of work.
 - A 59 second reel of great content is the most effective tool to show what you do.
 - Create your own content and explain how you made it by talking about your problem solving skills and techniques used to produce the piece or scene.

Todd

A class or class modules teaching screenplay analysis is essential for students.

Ian

Currently screenplay analysis is handled by the English Department in their screenwriting class.

Meeting Concluded at 9:00pm