

Industry Survey Results

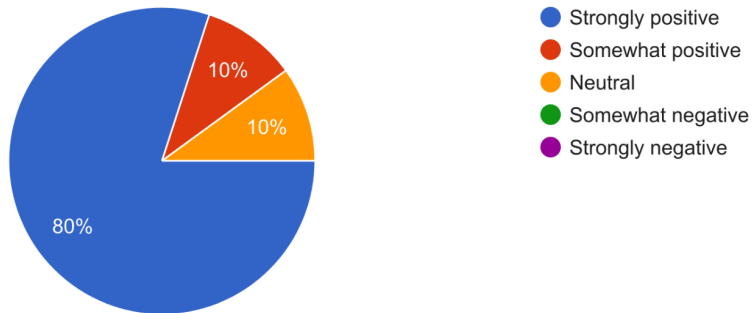
What is your name and job title/role?

10 responses

- Filippa Da Vega. Sr. Manager, Media
- JP Montalvo - Production Lead, TVSB
- Sado Rabaudi- Product Manager
- Amber Wallace CEO, Dowitcher Designs
- Kimberly Hahn, Senior Designer
- Audrey Benedictus, Designer & Animator
- Say Dempsay - Photography Instructor
- Musician, Sound Director for motion picture
- Jasmine Thompson
- Michelle Enright, Senior Director, Packaging Experience

How do you perceive the relationship between digital technology education and employability?

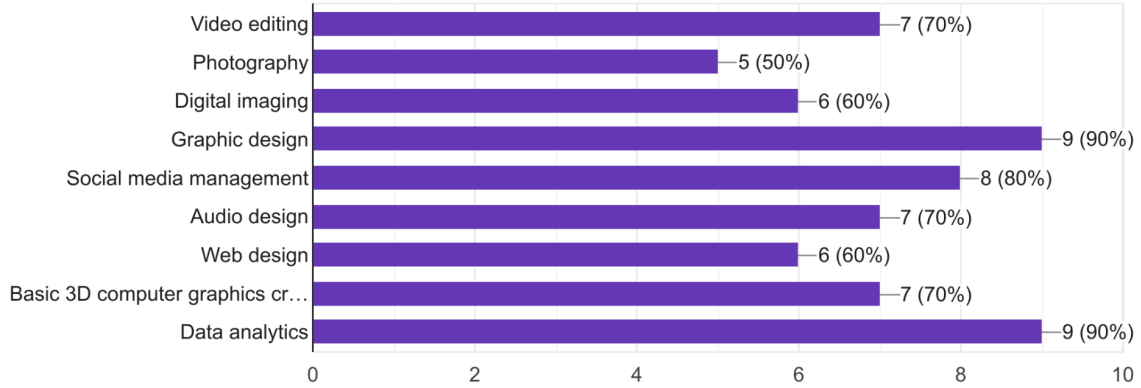
10 responses



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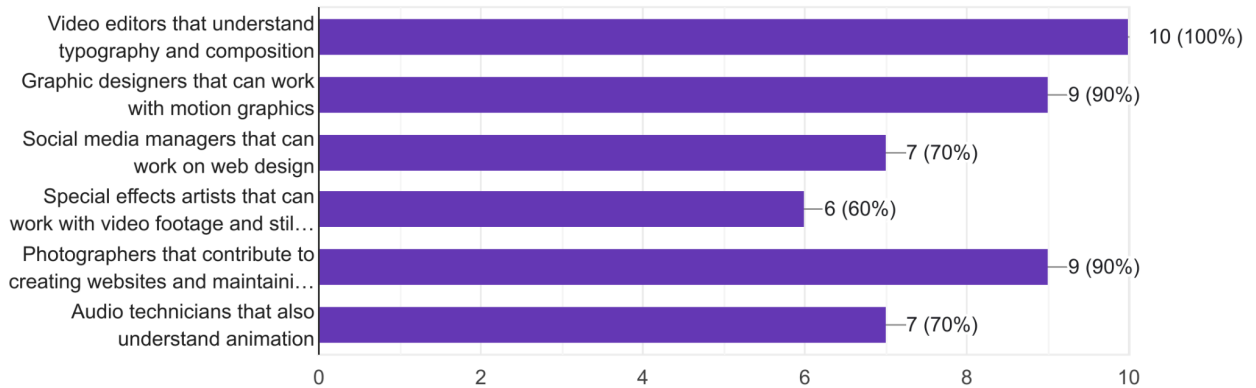
Which of the following digital skills do you consider the most valuable for employment? (Select all that apply)

10 responses



Which of these skills do you think can be considered complementary? (Select all that apply)

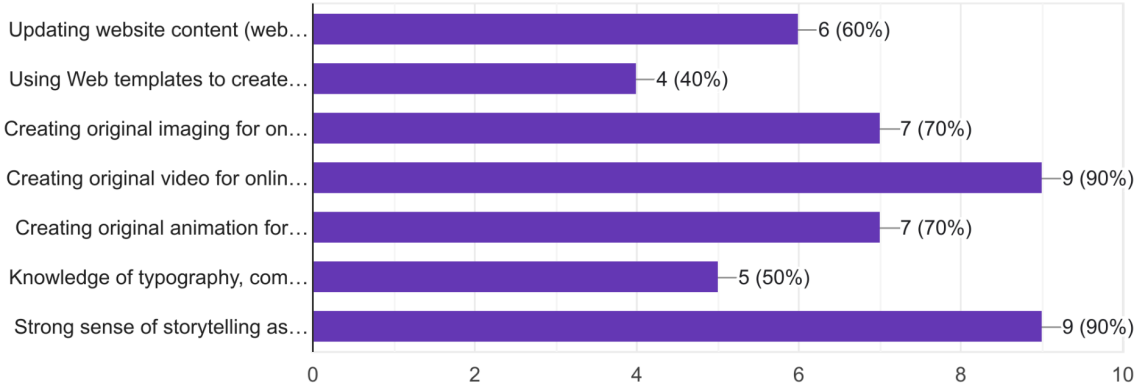
10 responses



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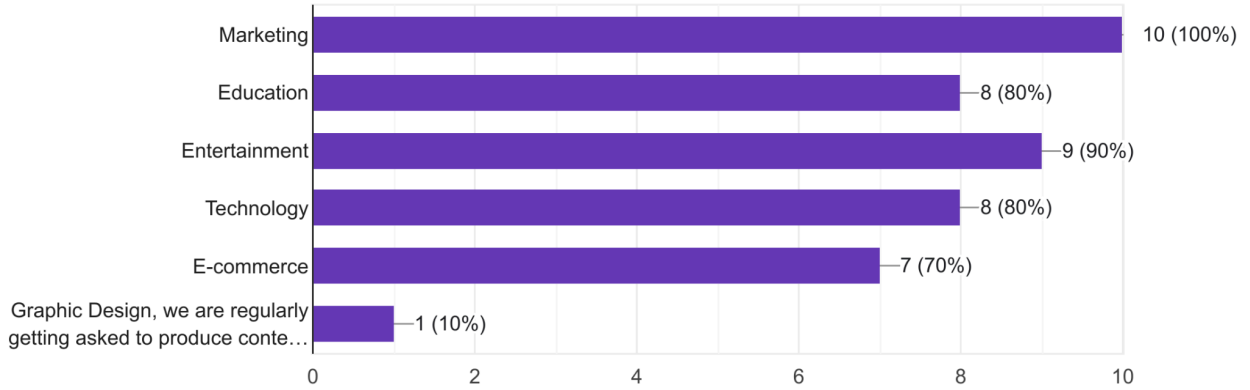
In your opinion, which of these skills has increased in demand in your field in the last five years?
(Select all that apply)

10 responses



What industries do you think benefit the most from digital content creation skills? (Select all that apply)

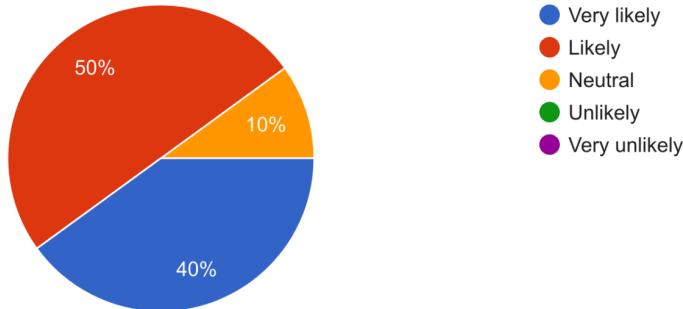
10 responses



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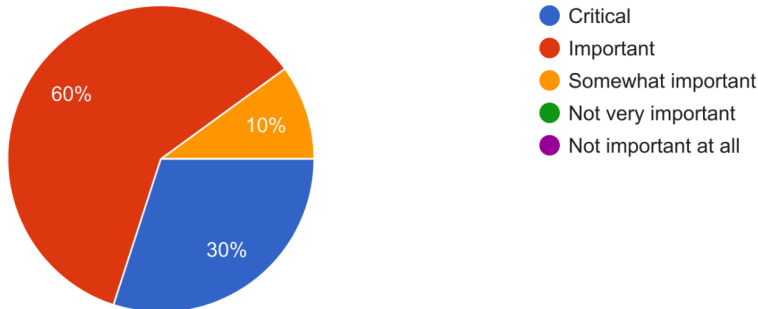
How likely are you to hire candidates with formal training in digital content creation?

10 responses



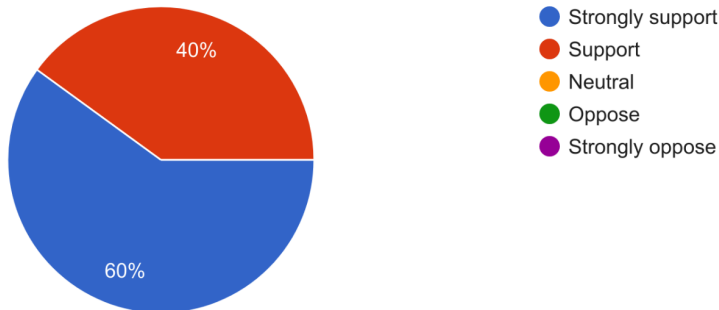
What role do you believe education in combined digital technologies plays in reducing the skills gap in your industry?

10 responses



Would you support initiatives that promote combined digital technologies education in your industry?

10 responses



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Please add any other complementary skill pairings that you believe are important in your field.

10 responses

Video Editing and Motion Graphics. Producer/Videographer and Motion Graphics. Management and Motion Graphics. Design and Motion Graphics. Design and Video Editing. Motion Graphics and Storytelling.

Communication is often an overlooked aspect of our field. However, we regularly engage with clients and members, conveying a wide range of information. It's crucial to recognize that many people may not be familiar with the technical terminology of production. Being able to bridge that gap and communicate effectively is a vital skill and an essential part of our industry.

3D Computer Graphics and AI Tools

Using the latest AI tools / AI features in existing tools to better streamline all of the above

Graphic Designers editing video, managing and designing social media campaigns, taking the photos and photo editing and updating web sites and doing UX UI design. There are other complementary skills, but I am focusing on graphic design ones.

Basic drawing course and lighting in photography/film/animation

Marketing courses and design/photography/film/animation

Audio techs and video editing

Programming and basic electronics

3D skills in product design in addition to a foundation of how to solve problems through design is important.

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What additional skills would you like to see included in a digital content creation program?

10 responses

Team Management, Project Management, Public Speaking

Public speaking and journalism play crucial roles in fostering effective communication and informed decision-making. Public speaking hones the ability to convey ideas clearly and persuasively, while journalism emphasizes the importance of locating accurate information and presenting it responsibly.

Media literacy ties these elements together, teaching the value of critically analyzing content, properly crediting organizations and resources, and understanding the broader societal effects of media. Recognizing how media can shape opinions and sway populations is vital for navigating today's information landscape with integrity and awareness.

XR/VR creation, AI tools survey and use

I think working AI prompting in, which could be part of the offerings

A specifically labeled UX UI Design class. Students are looking for that, but don't know where it is. Many are looking for a UX UI design certificate and they want to find it both in the graphic design and multimedia departments. Social Media x Graphic Design Basic Marketing class.

The Creative Thinking class should be included in foundational classes. It applies broadly and would be helpful for idea generation in any of the listed disciplines.

Focus on creating accessible online documents and websites is very important.

Fine-art and illustration skills

Basic drawing, business 101, storytelling, and marketing

Learn to use AI tools to support content creation

Introduction of using JavaScript to make animations using a beginner level software like Processing. I might also suggest a whole course or elective available for coding.

some design history and ability to provide students with the right vocabulary for design

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After taking a look at our plan, which involves a few foundational core classes and then elective intermediate classes in the field of graphic design, photography, film production and multimedia, what recommendations do you have for improving an education in the digital arts that better aligns with industry needs?

10 responses

I advocate for an education system that aligns with real-world needs. The challenge lies in keeping educational materials up-to-date, as industries requiring multimedia professionals evolve rapidly. In the tech industry, for instance, significant changes occur every six months—not just in technology but also in leadership.

New leaders often require ongoing education to understand the value of multimedia. At the same time, media must consistently deliver results, necessitating a steady flow of diverse content. Typically, in-house media teams are small, with heavy workloads. The ability to pivot quickly is essential, but it must be approached thoughtfully, as the demand for media continues to grow.

We had an in-depth discussion about the course title and how it might appeal to prospective students. I agree that the term "Content Creator" could be perceived as more aligned with influencer culture rather than a career path within the professional workforce. While many young people aspire to become YouTube sensations and dream of making substantial money, they often overlook the demanding skills required to master the full scope of media production. I'd suggest exploring alternative terms that better emphasize the professional and practical applications of the field.

I also mentioned our conversations with Curtis Bieber, Chair of Film & Television Production, and Darleen Principe, Chair of Journalism, about internship opportunities at our government station, Channel 21 Carpinteria. These opportunities could allow journalism students to gain hands-on technical production experience while honing their storytelling abilities for local newspapers. Similarly, film production students could benefit by learning how to write brief, impactful articles about government meetings.

A course like this could bridge the gap between the two disciplines, equipping students with diverse skills that mirror real-world industry demands. In a field where professionals are often required to wear multiple hats, this approach could provide students with a competitive edge by preparing them to excel in both production and journalism.

Look to add a class specifically in Immersive Technology and AI Tools

If there's an opportunity to add marketing, I think understanding the audience and how the content will be consumed is also key. I understand that's often housed elsewhere and might not be possible. Knowing more about audiences, segments, personas, etc. enables content creators to better adapt what they're creating and is something we consider all the time on the industry side (or at least should!).

UX UI design certificate that combines graphic and web design skills along with illustrative skills for

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Creative Thinking included in foundational - this should be updated to also use AI as an idea generation tool, though one may not keep the final design that AI comes up with it can be used for brainstorming nicely. Could also use AI generation to determine what not to do. Is an idea too simple?

Some inter-departmental classes that bring together elements from all the other classes to show how to combine them. Students might think of them as compartmentalized rather than seeing how to bring them together. Right now, all the classes are separate classes, so a new class needs to be made that combines skill sets in a real-world scenario. So like making the video and taking photos, fixing them into a film, adding the audio, animating something in it, adding graphic typography, and producing ads for it for social media, and adding it to a website, designing print elements and stop motion photographing them to create animation, maybe then adding all digital animation to it, etc. This obviously seems like too much for one class, but there needs to be some type of conceptualized class or classes that utilize a variety of skills from each discipline. Maybe it's a final portfolio class or merely called Digital Content Creation Connections or something...

Accessible design is important, so either a new combo class on that or perhaps, adding that as a key component in several relevant classes that already exist.

- More classes in Digital Drawing/Illustration & More overlap with foundational art courses.
- Portfolio-building classes.

Get students to working on projects that can be seen by the public.

Bring in professionals and past students now working in the profession they studied as guest speakers.

Get different departments to work together on ideas. For example: Photography used to have a portrait day. Our photo students photographed theater students and staff for headshots. We had the cosmetology department come in to do hair and make up, paid culinary to provide food for the day, and invited the Channels come in to cover the event.

Somehow teaching Workflow and Time management

When I was in school (BA in Photography and Film, MA in Art and Technology) I always wished there were more classes that were hardware focused. I was always interested in how to fix or build my own electronic gear to make my art and believe those are hard skills that would be really helpful for being a more well rounded candidate for jobs.

I think that the proposed curriculum is a good start but would suggest that these course are transferrable to an array of colleges for continued degrees.