Education: The Pitfalls and Success of Professional Production and Students

Pete Bandstra – Full Sail University

ED1491

Universities set up relationships with companies as a way to bring real-world experience to the students. The students get a better understanding of production needs, practical working experience, and production credit prior to graduation. The university gets support from a production house and a connection to benefit future students. For the production company, this provides an increased labor force, an opportunity to share work practices, and potential employees after graduation. There are opportunities to make a successful connection and provide students great hands-on experience while in school, along with some pitfalls. During this class, we will talk about how to work effectively with production houses in a university setting and cover some of the pitfalls you may encounter along the way.

Learning Objectives

At the end of this class, you will be able to:

- The benefits of acting as an outsource company in a university setting.

- Identify potential pitfalls for the students and the educational system

- Ensure students get true value from the actual production

- Develop a win-win synergy with the client

About the Speaker

Pete Bandstra is Program Director for 3D Arts degree program, which includes Computer Animation Bachelor Degree and Game Art Bachelor Degree programs at Full Sail University. Taking the role of Program Director over the associates degree for Computer Animation, Pete would design and launch the Bachelor degree in 2006, followed by Game Art Bachelor degree in 2008.

Working the last 18 years educating the students inside the classroom, as well as serving as a professional freelance educator. Pete was honored with the prestigious Full Sail University Top Gun Award in 2001.

Pete worked as a freelance visual effects artist throughout Florida, generating 3D content for commercials projects, sporting events, and for Johnson Controls in Cape Canaveral Space Center.

Pete earned a Bachelor degree in Organizational Management from Ashford University, as well as an Associates of Science in Recording Engineering from Full Sail University.

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Full Sail University

Founded in 1979, started as an audio workshop opportunity with the philosophy "everyone deserves a chance".

Developed University Status was granted in 2008, and the philosophy remains the same, everyone deserves a chance. Full Sail Institute of Research in Entertainment (FIRE) began in 2009

Located in Winter Park Florida
191 Acre Campus
880,000+ square feet of state-of-the-art media production facilities
110+ Studios / Labs, 60+ Classrooms

Accelerated, Innovative Curriculum
    Master's Degree attainable in 12 months
    Four-Year Bachelor's Degree attainable in 20-36 months
    Two-Year Associate's Degree attainable in 12-24 months
    Degrees start every month and make graduates available
    to the industry year round
Our Students
    From 50 states and 49 countries
    71% of campus students from outside the state of Florida
    88% of online students from outside the state of Florida
    Average age: 21 years old (Campus), 28 years old (Online)
    Varying educational backgrounds
The Census
    16,800 students
    2,260 full-time equivalent employees
    37,000 + graduates
    560 educators who possess a wide-range of academic and professional credentials
    that contribute to Full Sail's unique learning experience and meet the university's
    national accrediting agency's standards.

Student / Graduate Outcomes
    Placement rates range by degree from 70% - 97%
    Graduation Rate: 78% (Fall 2009 report, National Center of Educational Statistics)
    Cohort Default Rate: 5.9% (2009)

Full Sail University Degrees

Campus Degrees	Online Degrees
Master's Degrees (12-months)	*Master's Degrees*
Entertainment Business	Creative Writing
Game Design	Education Media Design & Technology
	Entertainment Business
Bachelor's Degrees	Entertainment Business with a Sports
Computer Animation	Management Elective Track
Creative Writing for Entertainment	Internet Marketing
Digital Arts & Design	Media Design
Entertainment Business	New Media Journalism
Film	
Game Art	*Bachelor's Degrees*
Game Development	Computer Animation
Music Business	Creative Writing for Entertainment
Recording Arts	Digital Cinematography
Show Production	Entertainment Business
Sports Marketing & Media	Game Art
Web Design & Development	Game Design
	Graphic Design
Associate's Degrees	Internet Marketing
Graphic Design	Mobile Development
Recording Engineering	Music Business
	Music Production
	Sports Marketing & Media
	Web Design & Development
	Graduate Certificates
	Education Media Design & Technology
	Internet Marketing

Full Sail University - Day in the life (Campus)
    8-hours a day
    4-hour lecture followed by 4-hour lab
    24-hour round-the-clock schedule

Staffing
    120 + Full time educators in 3D Arts
    Industry Professionals
    Continue to freelance

The benefits of acting as an outsource company in a university setting
Acting as an Outsource Company

Full Sail Institute for Research and Entertainment – F.I.R.E.

Established in 2009, Full Sail's Institute for Research in Entertainment provides faculty members and students with the opportunity to work collaboratively on research projects for professional organizations and companies.

Research is a natural compliment to academics

Designed for instructional staff to conduct both basic and applied research

Production activities within the educational environment

The educational staff benefits:

Enhances the instructor's knowledge of his/her discipline.

Provides real world examples for the classroom.

Provides an avenue for intellectual growth.

Enhances the reputation of Full Sail University by creating publishable material and finished products.

Other Benefits to the University

Increase potential employment opportunities

Opportunity to grow project-based learning

Broaden the student experience

Gain real world experience

Research new production ideas

Networking opportunities

Importance of Deadlines

Industry Benefits

Expanded visual elements / production assets

Helping to produce new ideas and possible solutions to problems

Potential staffing growth after graduation

Possibilities of company branded labs on university

Types of projects
  Forensics Visualization
  The Daily Buzz
  The Orlando Magic
  ESPN
  National Flight Academy
  http://www.nationalflightacademy.com

The National Flight Academy, LLC is a subsidiary of the Naval Aviation Museum Foundation. The Academy is an educational activity authorized but not endorsed or financially supported by the United States Navy…
The National Flight Academy is designed to address the serious concerns of declining Science, Technology, Engineering, and Math (STEM) skills and standards in our country. The Academy's mission is to inspire students who subsequently return to their parent schools and seek out the more challenging courses in Science, Technology, Engineering, and Math.

Disciplines include aerodynamics, propulsion, navigation, communications, flight physiology and meteorology, along with core values, teamwork, and leadership skills development. In addition to the in-residence program, the NFA will offer a web-based Distance Learning Program for both students and teachers.

To learn more about the NFA go to
http://www.nationalflightacademy.com/about/national-flight-academy

The Research Project
    Principle Investigator helps define project needs
        Client
            Internal Project
            External Project
        Development
            Understand the research perspective

Understand the client perspective
In various instances – help define the project needs

Understand the timeline
Deadlines
Immediate need
Time for research

Identify research type
Short term
Long term
Research type

Funding for projects is important
Principle investigators must understand the sponsor's potential funding
Defines a level of respect to a project
Ensure this is not a struggling economy situation
Creates funding to support hardware and software

Internal Project may require grant money
Proposal Writing
Foundation Center
http://foundationcenter.org/getstarted/tutorials/shortcourse/index.html
The Art of Grantsmanship
http://www.utoronto.ca/cip/sa_ArtGt.pdf

Acting as an Outsource Company - Review
Assemble the team
Art Leads for the project
Staff members with skills that fit the project
Dedicated to the process
Students
Skills / Strengths in area of need
Where they are in the program
Students apply with portfolio / knowledge of particular area
Reputation review

Research Begins…

Identify potential pitfalls for the students and the educational system

Industry Goals

    Increase Profit

    Increase Market Share

    Expanding Current Product Lines

    Improving Employee Retention Rate

        (smallbusiness.chron.com)

Education Goals

    Facilitate learning for the student

    Encourage discovery

    Provide an engaging learning system for diverse learners

    Help students take responsibility for their learning

Provide an opportunity for the individual to chase the dream...

Education Goals

    Full Sail's mission is to provide students with an innovative style of education, delivered by a staff of dedicated individuals that address the career opportunities available in an ever growing, constantly evolving industry.

    Shaping tomorrows industry professionals!

Education Goals and Industry Goals

    Don't match up.

Economic

    Student labor can be seen as free labor

    Industry may see a collaboration as an opportunity to save money

      Struggling economy

      Loss of staffing

Understanding the Timeline

    Does the timeline fit with student / staff schedule?

        The student has a heavy workload

            On average 40 contact hours a week (Full Sail standards)

            Continued art work development out of class

            Research and other course related work

    How to fit extra time for industry work?

The Student Ambition / Ethics
      Involved in the project enough to complete
      Work ethics match with project
      Conflict of interest coursework versus production project
        Will the student select the project?
        Have strong time management skills developed?

Undermined academic standards
      Does the project align with the standards set by the university
      Teaching short cuts before the student is ready?
      Quality of the production versus classroom instruction.
      Production is left unfinished, lack of interest

Potential Pitfalls - Review
      Industry Goals vs. Education Goals
      Economic
      Timeline and students schedule
      Students ambition / ethics
      Undermined academic standards

Ensure Students get True Value from the Actual Production

Develop working knowledge of real world pipeline
      Pitch to potential clients
      Assist in setting up production pipeline
      Learn to troubleshoot problems
        Understanding and resolving problems in production
        A true value that can not be taught in the classroom
      Develop time management skills to meet production deadlines

      Networking opportunities
        Other students in varied disciplines
        Staff from industry connection

      Developing Experience Outside the Classroom
        Able to engage the student with "client" based work
        Understanding of working with a client prior to leaving
          Exposure to real deadlines
          Working with client changes

      Understands Responsibility
        The student develops stronger work habits
        Time management balance

        Ability to meet deadlines
           Coursework
           Production
      Family
    Develop work ethic
      Project to the end

    Practical work experience prior to graduation
      Ensure credit for work
           Include in contract release to show content
           Timeline when work can be released
      Proof of work
           Either named credit
           Letter from production/director

    Economic
      Money
      Feed the student
      Equipment

    Strengthens the Educational team experience
      Educational team has industry experience
           Acting as leads on production
           Direction and support to the students working on research
               Comfort of working in the University versus pressure of industry
      Re-enforces educator's credentials and abilities to do production work

Students get True Value - Review
      Develop working knowledge of real world pipeline
      Develop time management skills to meet production deadlines
      Networking opportunities
      Developing experience outside the classroom
      Practical work experience
      Economic support
      Strengthen the educational experience

Develop a win-win synergy with the client

      Educate the client
        Provide an understanding
           Universities educational practices

Equipment and resources available
Course load of the students
Staffing and strengths
Course structuring
Desired outcomes of collaboration

Support the mission of both university and industry
University
  Facilitate learning for the student
  Encourage discovery
  Provide an engaging learning system for diverse learners
  Help students take responsibility for their learning

Industry
  Increased Profit
  Increase Market Share
  Expanding Current Product Lines
  Improving Employee Retention Rate

University supports Industry Mission
  Training potential future employees
  Providing access to a diverse knowledge
  Advancements to industry growth through research
  Access to university facilities, equipment, and other resources
  Supporting economic growth
  Providing content or feedback on new developments

Industry supports University Mission
  Potential employees after graduation
  Economic
      Donation of equipment
      Financial
  Employees (Company)
      Support of knowledge to project
      Guest lecture
  Access to production technology
  Provide real world problems to be resolved
  Assist in developing new training content

Develop Long-Term Relationship
  The relationship between industry and university should be more than an isolated
  project
      Short-term project a stepping-stone

       Negotiate budget of the project
       Completed project
   Long-term relationship
       Strengthens the value between university and corporation
       Understanding of corporation needs
       Understanding university / student growth opportunity
       Speeds up negotiation – more time spent to research

Proactively manage the industry / university relationship
   University / Industry outreach person
       Person who maintains regular client interaction
       Understands the technical side of production and how teams interact
       Individual helps build long-term relationship and cultivates the growth with the university.

Assists in maintaining the shared vision of collaboration
   Defined goals of the project meet with student needs as well as company needs

Strengthen Communication
Conflicts will arise and must be communicated clearly, sensitive to all parties.
   Develop and maintain strong communication
   Regular Face-to-face meetings (virtual can work) to help ensure communication remains open.
   Create a standard routine for updates in addition to meetings (i.e. Project content review - concept share)
   Complements from client is a strong building factor

When possible encourage company to visit campus and meet with team, and visit client's office.

Intellectual Property
   Inventions made by Private Contractor are owned by the originating company
   If made by both private contractor and university owned jointly
       Contract determines who applies for license / patent.
   Background / Intellectual properties of the contractor or university are separate property.

Commercialization
   Promotion of technologies / content created is strictly for the purpose of promotion of the research institute.

Share the collaboration efforts with team

Provide information about upcoming projects
Collaborations with other departments
Impact this project will have on university
    Ensuring connection with company
    Students strength in project
    Continued support for future production
Generates knowledge with others who may network with potential companies for future work.

Develop a Win-Win - Review
    Education of the client
    Support the mission of both university and industry
    Develop long-term relationship
    Proactive industry/university relationship manager
        Develop a long-term relationship
        Strengthen communication
    Intellection Property
    Shared collaboration

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Resources
    FEDERAL WORK-STUDY (FWS) PROGRAM
    http://www2.ed.gov/programs/fws/index.html

    Best practices in industry-university collaboration
    http://osp.mit.edu/sites/osp/files/u8/bestpractices.pdf