

# The Pitfalls and Success of Professional Production and Students

Pete Bandstra

Program Director | 3D Arts - Full Sail University

# Class Summary

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



# Full Sail University Overview



# Full Sail University

- Founded in 1979 providing audio workshops with the philosophy “everyone deserves a chance”
- University Status was accepted in 2008
- Full Sail Institute of Research in Entertainment began in 2009





# Full Sail University

- 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











PROD. The Big Easy Night  
ROLL A32 SCENE 44 TAKE 3  
DIRECTOR Graccho Sparks  
CAMERA EM-C  
Date 1-26-08 Day Night Int Ext Mss  
Folio 55



















# Full Sail University

- 25 Bachelor's Degrees
- 8 Master's Degrees
- The Bachelor Degree
  - 21-month accelerated
  - 32-month hybrid
  - 36-month extended
  - 32-month online
- Master's Degree
  - 12-months

CAMPUS 		ONLINE 	
BACHELOR'S	MASTER'S	BACHELOR'S	MASTER'S
Computer Animation	Entertainment Business	Computer Animation	Creative Writing MFA
Creative Writing for Entertainment	Game Design	Creative Writing for Entertainment	EBMS: Sports Management Elective Track
Digital Arts & Design		Digital Cinematography	Education Media Design & Technology
Entertainment Business	ASSOCIATE'S	Entertainment Business	Entertainment Business
Film	Graphic Design	Game Art	Internet Marketing
Game Art	Recording Engineering	Game Design	Media Design
Game Development		Graphic Design	New Media Journalism
Music Business	CERTIFICATE PROGRAMS	Internet Marketing	
Recording Arts	English as a Second Language	Mobile Development	
Show Production		Music Business	
Sports Marketing & Media		Music Production	
Web Design & Development		Sports Marketing & Media	
		Web Design & Development	
DEGREE CATEGORIES BY SCHOOL		GRADUATE CERTIFICATE:	
Film School	Game School	Education Media Design & Technology	
Art School	Business School	Internet Marketing	
Music School	Design School		



# 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







**FULL SAIL**  
UNIVERSITY®



# 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



# Acting as an Outsource Company

- The educational staff benefit:
  - 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.



# Acting as an Outsource Company

- 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



# Acting as an Outsource Company

- 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





# Acting as an Outsource Company

- Types of projects
  - Design Interactive
  - US Army
  - The Daily Buzz
  - The Orlando Magic
  - ESPN
  - National Flight Academy
    - [http://www.youtube.com/watch?v=WcfV07x\\_Fso](http://www.youtube.com/watch?v=WcfV07x_Fso)
    - <http://www.youtube.com/watch?v=qrvZkUolruA&feature=relmfu>
  - Garage Games
  - World of Tanks





# Acting as an Outsource Company

ESPN

Winter X-Games

Summer X-Games





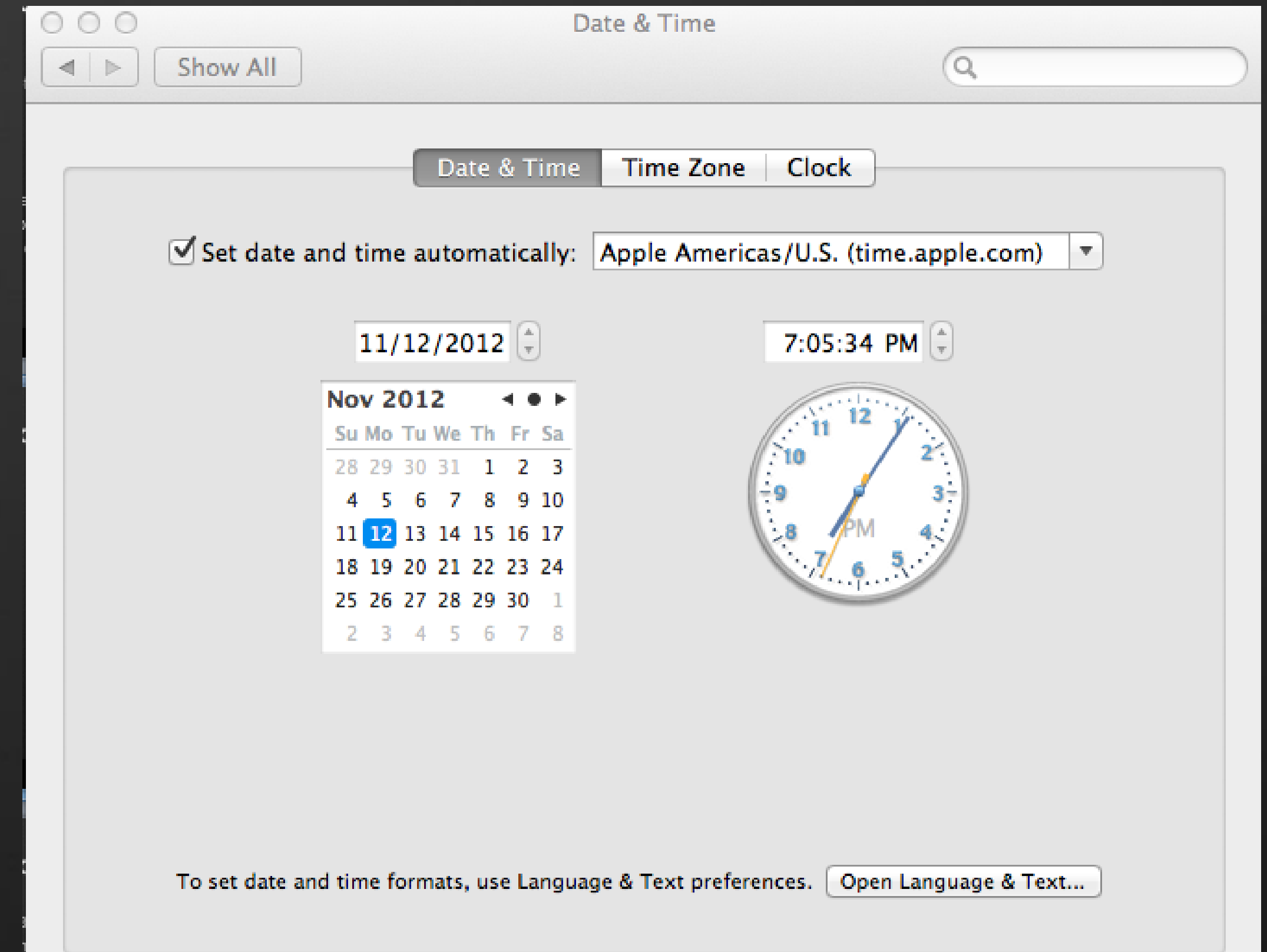
# Acting as an Outsource Company

- 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



# Acting as an Outsource Company

- Understand the timeline
  - Deadlines
    - Immediate need
    - or
    - Time for research
- Identify research type
  - Short term
  - Long term
  - Research type





# Acting as an Outsource Company

- 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



# Acting as an Outsource Company

- 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](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



# Potential Pitfalls

- Industry Goals
  - Increase Profit
  - Increase Market Share
  - Expanding Current Product Lines
  - Improving Employee Retention Rate
    - ([smallbusiness.chron.com](http://smallbusiness.chron.com))





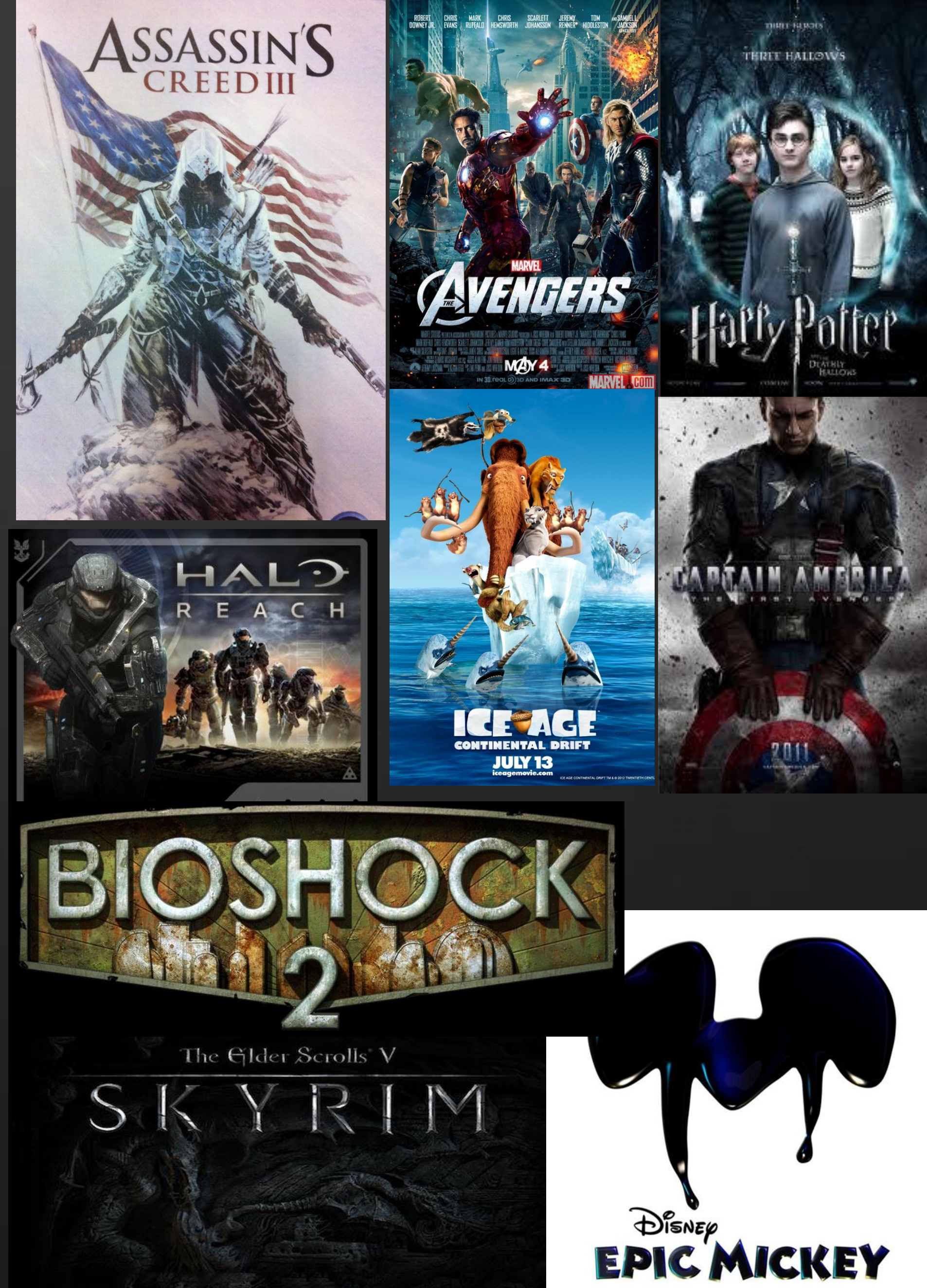
# Potential Pitfalls

- 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...



# Potential Pitfalls

- 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!





# Potential Pitfalls

- Education Goals and Industry Goals
  - Don't match up.





# Potential Pitfalls

- 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





# Potential Pitfalls

- 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?



# Potential Pitfalls

- The Student Ambition / Ethics
  - Involved in the project enough to complete
  - Loss of interest over length of time
  - Work ethics match with project (content)



# Potential Pitfalls

- Undermined academic standards
  - Does the project align with the standards set by the university
  - Teaching short cuts before the student is ready?
- Conflict of interest coursework versus production project
  - Will the student select the project?
  - Have strong time management skills developed?
  - Will quality suffer because of classroom instruction



# 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



# Students get True Value

- 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



# Students get True Value

- Networking opportunities
  - Industry connection
  - Other students in varied disciplines
  - New networking with instructors
- Developing Experience Outside the Classroom
  - Develop a working understanding of a client prior to leaving
    - Exposure to real milestones
    - Client changes
  - Education opportunity to engage the student with “client” based work



# Students get True Value

- Understands Responsibility
  - Time management balance:
    - Coursework
    - Production
    - Personal / Family
  - The student develops stronger work habit (ethics)
    - Commit to the production/research
    - Completion of assets/development



# Students get True Value

- Practical work experience prior to graduation
  - Ensure Proof of work
    - Include in contract release to show content
    - Timeline when work can be released
    - Named credit in production
    - Letter from production/director
- Economic
  - Money
  - Feed the student
  - Equipment



# Students get True Value

- 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 educators 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

- Pitfalls - Review

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



# Develop a win-win synergy with the client



# Develop a Win-Win

- 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



# Develop a Win-Win

- 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





# Develop a Win-Win

- University supports Industry Mission
  - Training potential future employees
  - Providing access to a diverse knowledge
    - staff knowledge
    - students unique perspective on looking for solutions
  - Advancements to industry growth through research
  - Access to university facilities, equipment, and other resources
  - Supporting economic growth
    - providing opportunities to grow outside the company without the burden of increased costs
  - Providing content or feedback on new developments



# Develop a Win-Win

- 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 a Win-Win

- 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



# Develop a Win-Win

- 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



# Develop a Win-Win

- 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.



# Develop a Win-Win

- 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.



# Develop a Win-Win

- 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
  - Intellectual Property
  - Shared collaboration



# Review: Learning Objectives

You now understand:

- 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



# The Pitfalls and Success of Professional Production and Students

- Q & A



