The Pitfalls and Success of Professional Production and Students

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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

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

BACHELOR'S
Computer Animation
Creative Writing for Entertainment
Digital Arts & Design
Entertainment Business
Film
Game Art
Game Development
Music Business
Recording Arts
Show Production
Sports Marketing & Media
Web Design & Development

MASTER'S
Entertainment Business
Game Design

ASSOCIATE'S
Graphic Design
Recording Engineering

CERTIFICATE PROGRAMS
English as a Second Language

DEGREE CATEGORIES BY SCHOOL
Film School
Art School
Music School
Game School
Business School
Design School

ONLINE

BACHELOR'S
Computer Animation
Creative Writing for Entertainment
Digital Cinematography
Entertainment Business
Game Art
Game Design
Graphic Design
Internet Marketing
Mobile Development
Music Business
Music Production
Sports Marketing & Media
Web Design & Development

MASTER'S
Creative Writing MFA
EBMS: Sports Management Elective Track
Education Media Design & Technology
Entertainment Business
Internet Marketing
Media Design
New Media Journalism

GRADUATE CERTIFICATE
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

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REEL HERE….

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
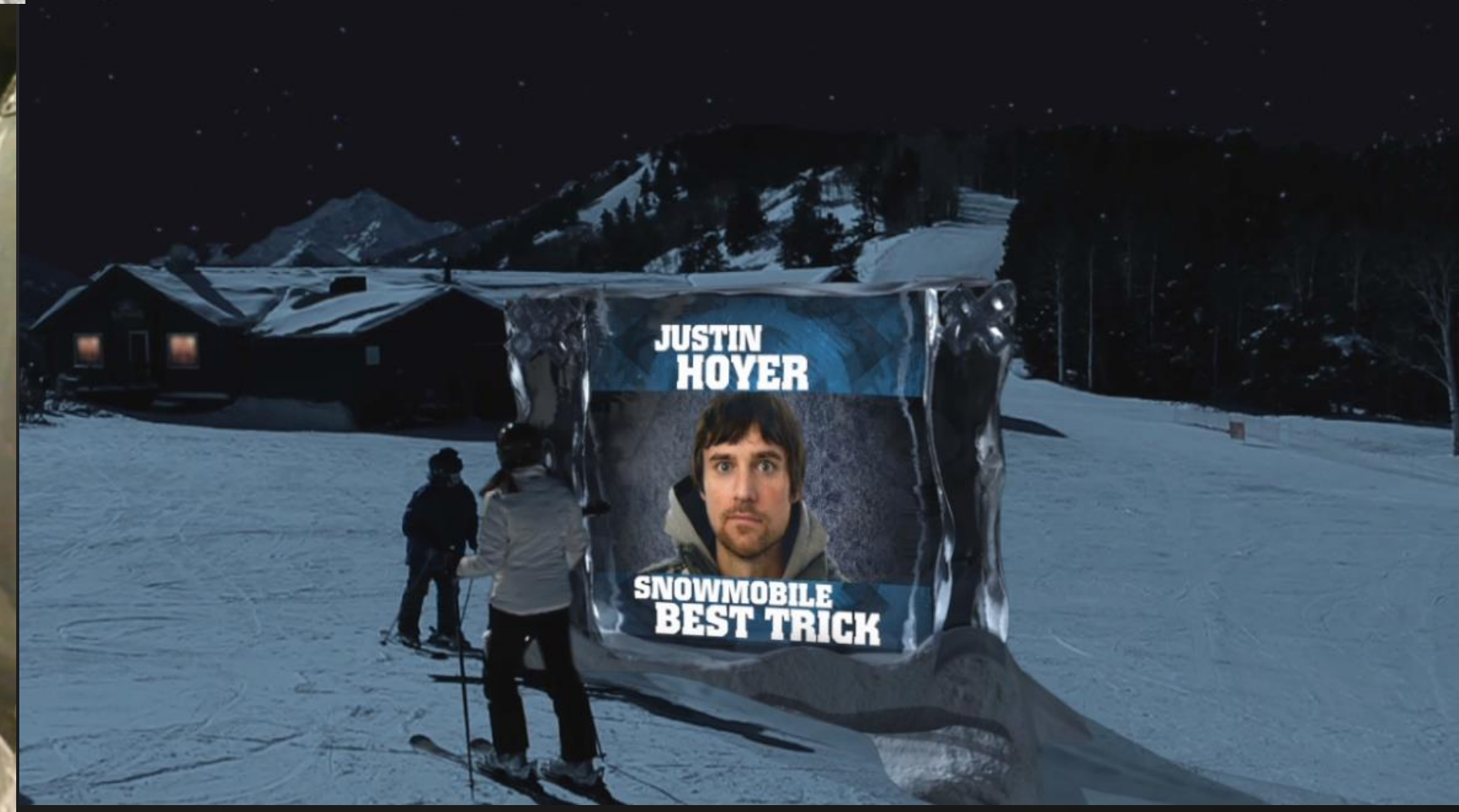   - Possibilities of company branded labs on university

Acting as an Outsource Company

- Types of projects
  - Forensics Visualization
  - The Daily Buzz
  - The Orlando Magic
  - ESPN
  - National Flight Academy
    - Competition/team based

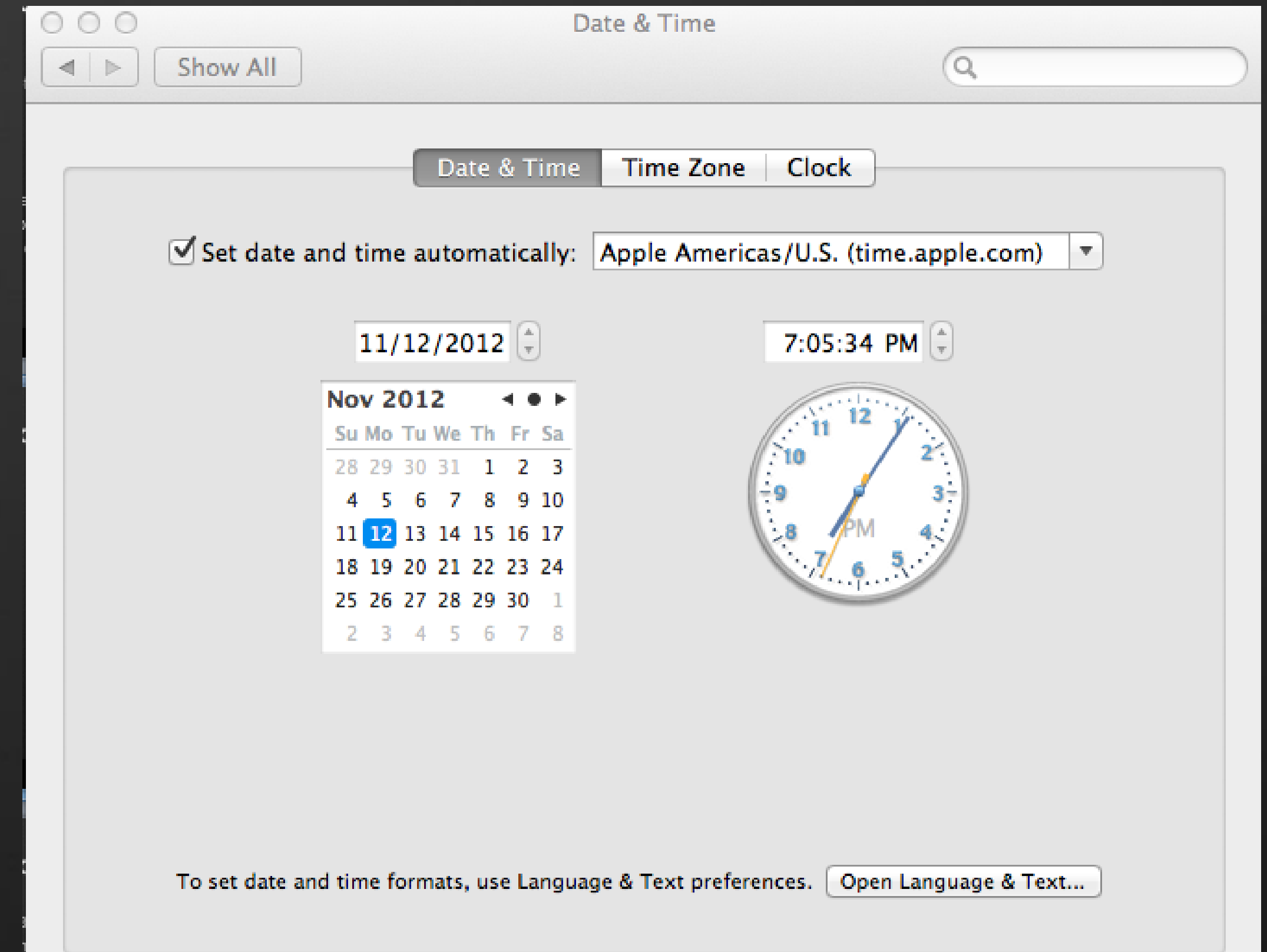# Acting as an Outsource Company

Winter 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

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)

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!
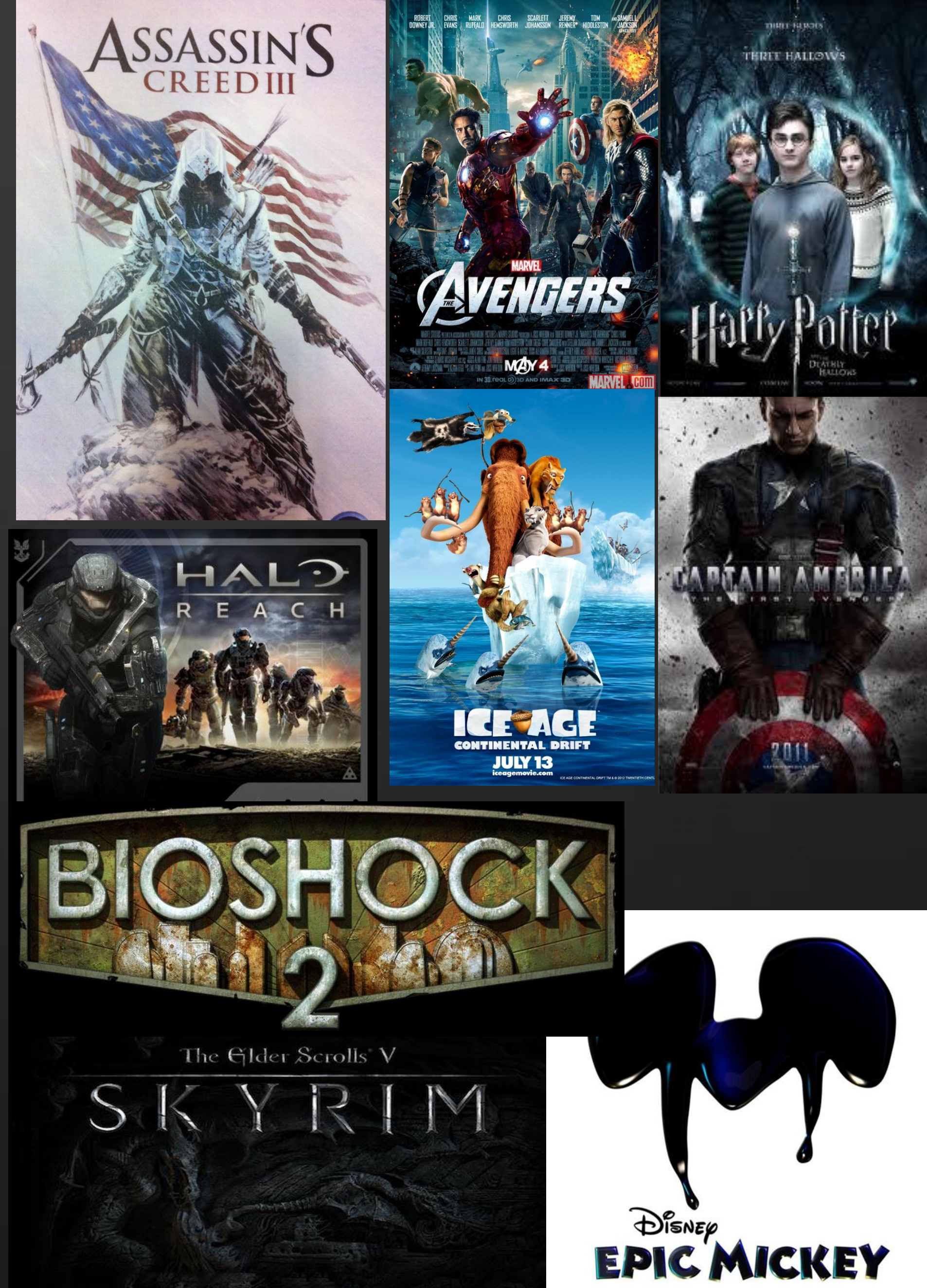
Potential Pitfalls

- 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
  - Work ethics match with project
  - Conflict of interest coursework versus production project
    - Will the student select the project?
    - Have strong time management skills developed?

Potential Pitfalls

- 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

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
  - 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

Students get True Value

- 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

Students get True Value

- 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

Students get True Value

- 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

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
  - Advancements to industry growth through research
  - Access to university facilities, equipment, and other resources
  - Supporting economic growth
  - 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.

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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
  - Intellection 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