High Demand Career Initiative

Film, Music, Digital Entertainment

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What’s available in our schools?
Arts, AV Technology, and Communications Career Pathways

- Audio-Video Technology and Film I
- Audio-Video Technology and Film II
- Animation and Digital Media
- Graphic Design
- Graphic Communication
Why Should We Promote Georgia’s Film Industry?

By 2022, Atlanta entertainment and media jobs are projected to grow by 15 percent, according to the Georgia Department of Labor.

Georgia Film Academy

Entry-level positions both on set and in production offices.

- On Set Production Assistant (PA)
- Art: set dressers, props
- Hair/Make-up/Wardrobe procedures
- Sound: mixer, boom operator, utility
- Camera: operator, camera assistants (1st and 2nd)
- Electric: on-set lamp operators
- Grip: on-set, dolly grip
- Locations: managing
- Craft Services
- Script Supervision procedures
- Video Assist
- Office PA

Locations information is located by clicking here

- Clayton State University
- Columbus State University
- Georgia Piedmont Technical College
- Georgia College & State University
- Gwinnett Technical College
- Kennesaw State University
- Savannah Technical College
- Southern Crescent Technical College
- University of West Georgia
Film Studios in Georgia

- Eagle Rock Studios Atlanta
- EUE/Screen Gems Studios Atlanta
- Mailing Avenue Stageworks
- Tyler Perry Studios
- Triple Horse Studios
- Atlanta Film Studios
- Pinewood Atlanta Studios

Films that were filmed in Georgia

Music
Music Industry Highlights

• Home to GRAMMY® winners in multiple categories and genres
• Premier recording studios and production facilities statewide
• Thriving live music industry from arenas to intimate listening rooms
• More than 70 annual music festivals statewide
• More than 45 post-secondary programs statewide in music business, technology, performance, education and more
• Roughly 20,000 individuals work in various aspects of Georgia’s music industry
• Annual economic impact of $3.7 billion according to 2011 study
• Performing rights organizations ASCAP, BMI and SESAC have offices in Atlanta

Careers within Music Industry

- Household Audio and Video Equipment Manufacturing
- CD, Tape and Record Production
- Musical Instrument Manufacturing
- Musical Instrument and Supplies Stores
- Prerecorded Tape, CD, and Record Stores
- Record production
- Integrated record production/distribution
- Music Publishers
- Sound Recording Studios
- Fine Arts Schools
- Musical Groups and Artists
- Promoters of Performing Arts with Facilities
- Promoters of Performing Arts without Facilities
- Agents
- Independent Artists, Writers, and Performers
Education & Workforce

- The School of Entertainment Arts at Savannah College of Art and Design (SCAD)
- Joel A. Katz Music and Entertainment Business Program, Kennesaw State University
- Music Business Program at Terry College of Business, University of Georgia
- Music Management B.S., Georgia State University School of Music
- M.S., PhD, Music Technology, Center for Music Technology, Georgia Tech
- List of Music Studios in Georgia

Digital Entertainment Sectors

- Video Gaming
- eSports
- Digital Animation
- Virtual Reality
- Visual Effects
- Digital Video
- Mobile App Development
Digital Entertainment

Why Digital Entertainment?

- Young population – Georgia’s median age is 36.2 (USR 2016)
- Leading destination for young, college-educated professionals
- Low cost of living and high quality of life
- Georgia ranks eighth in the nation for tech employment growth, adding 7,300 jobs in 2015 (TechAmerica Foundation, Cyberstates 2016)
- Atlanta is the number one most mobile-friendly city in the U.S. (NextWater, July 2016)

- Georgia is eighth largest tech talent market with 125,000 employed and a 47 percent growth rate between 2011 and 2015 (CBRE 2016 Scoring Tech Card, April 2016)
- Atlanta ranks ninth for the ability to attract and grow tech talent (CBRE 2016 Scoring Tech Card, April 2016)
- Georgia ranks second in the Southeast for overall high tech employment and fifth in the nation for software publisher employment (TechAmerica Foundation, Cyberstates 2016)
- The Southeast’s largest concentration of telecommunications companies sits at the heart of Downtown Atlanta
A Few of the Colleges Offering Programs in Digital Entertainment

- Master of Science and PhD in Human Computer-Interaction and Digital Media at the Georgia Institute of Technology
- Bachelor and Master of Arts and Fine Arts in Animation, Interactive Design and Game Development, Visual Effects and Motion Media Design at Savannah College of Art and Design
- Graduate Certificate in Modeling and Simulation and Games Programming Track in the Bachelor of Science in Computer Science at Columbus State University
- Certificate and Associate of Applied Science in Game Development at Gwinnett Technical College
- Certificate and Diploma in Design and Media Production Technology at Southern Crescent Technical College
- Bachelor of Information Systems in Media Entrepreneurship and Game Design and Development at Georgia State University
- Bachelor of Science in Computer Game Design and Development at Kennesaw State University (SPSU)
- Bachelor of Science in Multimedia Film & Production at Georgia Southern University
- Bachelor of Fine Arts in Game Art & Design, Media Arts & Animation and Visual Effects & Motion Graphics at the Art Institute of Atlanta

Who are some of Georgia’s top employers in the field?

**DIGITAL MEDIA**
- BuzzFeed
- Chris Rickwood
- Clearleap
- Cisco
- Comcast
- Crawford Media Services, Inc
- IBM Corporation
- Internap
- Meggitt Training Systems

**DIGITAL ANIMATION**
- Microsoft Corporation
- NCR Corporation
- RNI: The Research Network
- SNAP e-Media
- Tapjoy
- Terminus Media
- TNT
- ToonBoo
- Bento Box Entertainment
- Floyd County Productions
- Playmotion!
- Primal Screen
- Radical Axis
- Animation Studios
- TRICK 3D
$ The Creative Economy $
**Film, Music, Digital Entertainment Awareness Activities**

- Have students visit [Industry Resources website](#) and begin searching site for related resources
- Field trip to [Music Festivals](#) or encourage students to attend
- Vlog, YouTube, Vine
- School Fine Arts Program
- Morning Announcements
- PTA Reflections
- Field trip to [Film Festivals](#) or encourage students to attend
- Explore Music Heritage by City...Virtual Field Trip
- Musically
- School Fine Arts Program
- Writing song for school’s alma mater
- Have students do research on a famous GA music artist
- PTA Reflections
- Field trip to Gaming Events or encourage students to attend
- Attend SIEGE (Southern Interactive Entertainment and Game Expo): Game Development Conference
- Georgia Game Developers Association

**HDCI Trends**

- [High Demand Career Initiative Report](#)
- Concern: Aging Workforce
- Internships
- Basic Education Skills
- Introduce STEM at a younger age
- Diverse Workforce in STEM Related Jobs
- Productive Partnerships
- Shortage of Local Skilled Trades Workers

**SOFT SKILLS**

- CTAERN Accessibility to Lessons ([directions on how to access sent about a month ago](#))
- Georgia Best
- Roger Hill...Email him for access to curriculum [rbhill@uga.edu](mailto:rbhill@uga.edu)
• Model Comprehensive School Counseling Program: Accountability
  Dec. 7, 2016, 1:00 PM
  Register

• Helping to Improve the School Climate Score for Your School
  Dec. 13, 2016, 1:00 PM
  Register

• High Demand Career Initiative Spotlight: Healthcare Sector
  Dec. 14, 2016, 1:00 PM
  Register

Questions

Answers