



Georgia Department of Education

Richard Woods, Georgia's School Superintendent
"Educating Georgia's Future"
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High Demand Career Initiative



Film, Music, Digital Entertainment

Maria Grovner, GaDOE

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What's available in our schools?



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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](#)

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Why Should We Promote Georgia's Film Industry?



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



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Georgia Film Academy



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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



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- [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](#)

[Camera Ready Opportunities](#)

Music

The collage features various music-related content:

- Top Row:** R.E.M., Jason Aldean, Ludacris, James Brown, Trisha Yearwood, OutKast, T.I., Little Richard, Alan Jackson.
- Left Side (Vertical):** SoShi Shabaz, Usher, Thomas A. Dorsey, TLC, Collective Soul, Rascal Flatts.
- Right Side (Vertical):** The B-52s, Indigo Girls, Weezer, Phillip Phillips, The Black Crowes.
- Bottom Row:** Cyndi Lauper, Barbecue Bob, Travis Tritt, YoungBloodZ, Billy Joe Royal, Mastodon, Keri Hilson, Daryle Singletary, Gid Tanner.

Music Industry Highlights



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- 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



Lloyd

Ray Stevens

Goodie Mob

Jermaine Dupri

Zac Brown Band

Lil Jon

Fiddlin' John Carson

Careers within Music Industry



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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



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- 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](#)

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Digital Entertainment Sectors

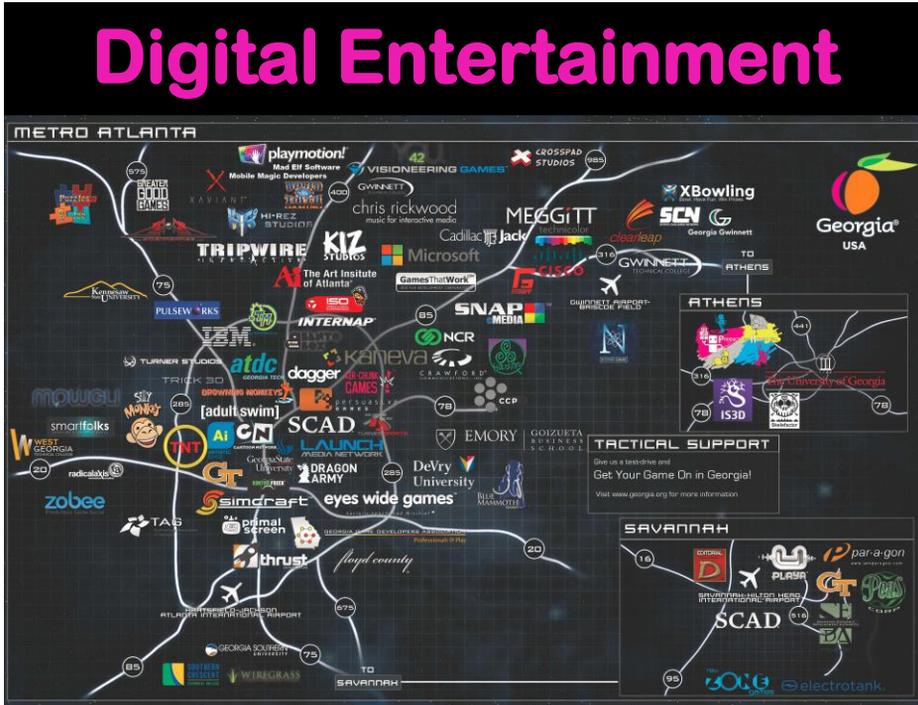


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- Video Gaming
- eSports
- Digital Animation
- Virtual Reality
- Visual Effects
- Digital Video
- Mobile App Development

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Why Digital Entertainment?



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- Young population – Georgia's median age is 36.2 (ESRI, 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. (NerdWallet, 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

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A Few of the Colleges Offering Programs in Digital Entertainment



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- 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**

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



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DIGITAL MEDIA

- BuzzFeed
- Chris Rickwood
- Clearleap
- Cisco
- Comcast
- Crawford Media Services, Inc
- IBM Corporation
- Internap
- Meggitt Training Systems
- Microsoft Corporation
- NCR Corporation
- RNI: The Research Network
- SNAP e-Media
 - Tapjoy
- Terminus Media
 - TNT
- ToonBoo

DIGITAL ANIMATION

- Bento Box Entertainment
- Floyd County Productions
- Playmotion!
- Primal Screen
- Radical Axis
- Animation Studios
- TRICK 3D

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- Adult Swim
- AGS/Cadillac Jack, Inc.
- AMD Gaming
- Artistic Image
- B1nary Tuxedo
- BeyondZ Interactive Media
- Binary Sparks Studio
- Blue Mammoth Games
- Cartoon Network
- CCP North America, Inc.
- Cellbloc Studios
- Dragon Army
- Sports Challenge Network
- Thrust Interactive
- Tripwire Interactive
- Turner Studios
- Visioneering Games
- World Touch Gaming
- Xaviant
- Drowning Monkeys
- Electrotank
- Eyes Wide Games
- Games that Work
- Gideon Games Inc.
- Greater Good Games
- Hi-Rez Studios
- Holistic Design
- Intralot Interactive
- IS3D Iso Interactive LLC
- Kaneva Ker-Chunk Games, LLC
- Kiz Studios
- KontrolFreek
- Launch Media Network
- Mad Elf Software Mobile
- Zobee
- Magic Developers
- Mowgli LLC
- Mpmact Games
- Neutrino Gaming
- NR, UTD
- Peas Corp
- Persuasive Games
- Playa
- Products for Robots Inc.
- PulseWorks Puzzles by Joe
- Shiny Bolt LLC
- Silly Monkey International
- Skelefactor
- Smartfolks
- Sovereance

\$ The Creative Economy \$

Film and Television

Combined Productions: **158**

Direct Spend of Productions: **\$1.4 billion**

Direct Jobs: **23,500**

Direct and Indirect Jobs: **77,900**

Direct and Indirect Wages: **\$3.8 billion**

Economic Impact: \$5.1 billion

Music

Direct and Indirect Jobs: **26,221¹**

Direct and Indirect Wages: **\$1.1 billion¹**

Total Revenues to State and Local Governments: **\$314 million²**

Economic Impact: \$3.6 billion¹

Source:
¹Estimated Economic Impact of the Music Industry on Georgia's Metropolitan Areas and the State, 2014
²Source: Economic and Fiscal Impact Analysis of the Music Industry in Georgia, 2011

Digital Entertainment

Direct Jobs: **1,824**

Direct and Indirect Jobs: **8,719**

Wages: **\$528 million**

Revenue: **\$758 million**

State Tax Revenue: **\$49 million**

Exports: **\$47 million**

Economic Impact: \$1.9 billion

Source: Georgia's Digital Entertainment Industry, 2012

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Film, Music, Digital Entertainment Awareness Activities



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- Have students visit [Industry Resources website](#) and begin searching site for related resources
- Field trip to [Film Festivals](#) or encourage students to attend
- Vlog, YouTube, Vine
- School Fine Arts Program
- Morning Announcements
- PTA Reflections
- Field trip to [Music 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



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- [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



- **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](#)

