



Media Arts Academy & Workforce Development
Program Summary

“Provoking Great Minds”



Our Desire

To Provoke Great Minds, In Great Students

The Carolina Media Arts Center provides students with the opportunity to participate in a range of projects designed to identify and develop their abilities. After identifying individual strengths, the program assigns real-world projects to help students achieve their objectives. These assignments are intended to support career exploration, and the program offers resources for further advancement.

We aim to empower students to lead their own projects. Through internships or part-time roles, students can work on initiatives that impact individuals, organizations, and communities.



PROJECT SUMMARY

Program/Project:	Media Arts Program (A Workforce Development Project)						
Purpose of the Program:	<p>1) To give participating students the opportunity to learn and work in today's technology, communications, production and multimedia.</p> <p>2) Establish a communications platform and media department (Video-Podcast and News-Source) to offer the organization and students professional, accessible multimedia resources for training, student portfolio videos, scholarships, and promoting the organization's programs and events.</p> <p>3) The program will help you access funding for workforce development, technology, arts, and communications.</p>						
Facility Requests:	Class or Multipurpose Room.						
Program Cost:	No cost to students or the school.						
Funding Source:	The program is funded through sponsors of the Produced Podcast.						
Days of operation:	Three to five days a week						
Start Date:	TBD						
Ages:	16 years of age and above						
Fees for students:	None						
Number Students:	TBD by projects (6 to 15 preferred)						
Production Equipment:	Carolina Media Arts Center will provide all audio-video equipment needed for the program.						
Rules & Regulation:	Students will follow all the rules and regulations of the organization.						
Primary Projects:	<ul style="list-style-type: none">- Student Personal Video Bio and Documentary- Video Podcast Writing, Filming, Production and Promotions- Publications, Magazine, Television and Radio & Show- Market & promote the activities & programs offered by the school or program.- Individual Student Portfolios						
Media Training:	The training and programs are not certified; they help the participants develop task-specific skills to spark interest and motivate hard work at school and home as they explore potential career paths.						
Contact Information:	<table><tr><td>Name</td><td>Wardell Brantley</td></tr><tr><td>Phone</td><td>(843) 465-7236</td></tr><tr><td>E-mail</td><td>wbrantley@CarolinaMediaArts.com</td></tr></table>	Name	Wardell Brantley	Phone	(843) 465-7236	E-mail	wbrantley@CarolinaMediaArts.com
Name	Wardell Brantley						
Phone	(843) 465-7236						
E-mail	wbrantley@CarolinaMediaArts.com						

The Curriculum

The Media Arts curriculum develops students' critical thinking abilities, courage, passion and curiosity. At the same time the curriculum gives them the **tools to appreciate the multiplicity of creative, cultural and historical perspectives** in visual media.

Students learn to consider written and film texts, theories and ideas from the points of view of different individuals, nations and cultures, and to **develop their unique creative skills** as practitioners.

Media Arts courses stress clarity of understanding, reflective analysis and effective involvement with the world through exploration of imaginative syntheses of words and images.

Elementary & Middle School

Elementary & Middle School Media Arts courses offer foundational experiences in photography, journalism, film, screenwriting and animation.

- Presenting, writing, researching
- Interviewing and Journalism
- Experience in-front-of and behind the camera
- Event and activity planning

High School

The High School Media Arts curriculum offers sequential courses that strive to develop our students' ability for reflection and self-critique; shaping their passion into a drive to learn and to pursue excellence, both in and outside of the arts.

- Commercial, Video and Film Planning, Writing, Recording, Lighting, Audio and Production
- Animation & Special Effects
- Digital Art
- Journalism
- Photography
- Sound, Lighting, Projection
- Presentation Development
- Radio and Television broadcasting
- Magazine publishing (writing, layout, distribution, marketing –online & print)
- Marketing and Sales

Further Resources

- Job Resumes and Business Startup
- Scholarships
- Action Plans
- Portfolios, Highlight videos and Websites
- Material submissions for jobs and various programs

CAROLINA MEDIA ARTS PROGRAM

Summer & after-school technology, communications & media program

MISSION

To provide the physical tools, equipment and experience necessary to prepare each student to communicate, understand and use technology and determine an enjoyable career that works with their natural gifts.

PROGRAM GOALS

1) To make it possible for all participating students to graduate high school and enter college knowing their major and career path.

2) To provide career and business startup opportunities for young adults after high school.

3) Each student will produce a personal documentary on his/her life & future. This project will prepare the student to effectively communicate and give them the presentation skills for any career-choice that they desire to seek after. Through their work on their documentary, students will develop a love or disinterest for the occupation they are pursuing because of the research, personal interviews and complete understanding of the commitment and personal sacrifice it will take to become successful in the particular field they are documenting.

PERSONAL DEVELOPMENTAL ACTIVITY PROCESS

As students view themselves on camera, this will allow him/her to effectively critique and correct specific areas of their presentation (*speech, posture, annunciation, dress and more etc.*)

This process will:

- Develop the skills needed to make excellent presentations & interviews.
- Provide the technology and social media skills that most schools & careers require.
- Produce a video bio, production experience and effective resumes for students.

This project will also:

- Track and Chronicle his/her progress visually and will make progress-videos & documentaries available in all formats for potential funders, officials and leaders that desire to see the progress of the program.
- Students will produce a progress-video every six to nine months detailing their progress.
- Interviews will be conducted at their work-place, home, hang-outs and church etc. in order to capture footage of their progress.
- A complete documentary will be produced of their progress before and after entering college.

TECHNICAL SKILLS

- | | | |
|------------------------------------------------|------------------------------------------------------------|-------------------------------------------------------------------|
| 1. Writing, Research, PR & Presentation skills | 4. Website: Design & Maintenance | 7. Radio, TV, Webcast & Streaming (<i>video/audio</i>) |
| 2. Online, Mobile & Social Media Marketing | 5. Audio-Video (<i>Recording & Production</i>) | 8. Projection Screens & Display (<i>setup & operations</i>) |
| 3. Graphics & Power-Point Presentations | 6. Live Sound & Lighting (<i>setup & operations</i>) | |

PERSONAL & PRESENTATION SKILLS

- Understanding his/her natural gifts & abilities.
- Seeking and understanding purpose.
- Learning how to stay motivated to succeed.
- Leadership skills & disciplined work habits.
- Healthy eating and exercise.
- Learning how to make the best decisions.
- Understanding music & entertainment.
- Cleanliness and order in his/her daily life

PROGRAM DAILY ACTIVITIES

- **First Half (personal preparation)**
 - Cleanliness, Order, Speech, Posture and discipline.
 - Planning, Preparation, Research, Writing and Rehearsing.
- **Second Half (Media Arts education & work)**
 - Filming, Hands-on Training (Website, Cameras, lighting, switchers etc).
 - Training in the areas that each student signed-up to work in.

PRIMARY PROJECTS

1) Student Personal Bio and Documentary *(first project all students must complete)*

- Each student will create a video resume, bio and documentary on themselves that will help the program determine what is the best project and area of learning for their development level.
- The personal vide bio will help each student and the staff visually-see & understand how much development he/she needs with their communication and presentation abilities.
- The video bio will help each student understand how much development they need in presenting themselves (posture, speaking, hygiene etc when they view their videos).
- Video bios will be recorded and produced every nine months to chronicle his/her progress.
- Each student will receive a portfolio of all projects that they work-on.

2) CMAC Podcast and Television Show

Once a month the students in the program will produce a monthly Magazine and television broadcast. The students working with this program will write various community and program articles and input information and graphics in the paper and on the website. The newsletter and website are actual community services that will list and track all activities that are taking place in the community and will highlight and produce stories on individuals, students, businesses and accomplishments etc.

3) School Activities, Games & Events

Students will use the school programs to show-case their progress, projects and technical skills. Through the sound-stage, lighting, video productions, commercials, projection screens and various visual effects the students will make all programs and events hosted by the school exciting and will draw the maximum attendance desired to all events.

Once a week the program will bring all students together to give them the opportunity to show their parents and the community what they are learning. The students will design a set (stage) to host a summit. Throughout the week students will learn how to perform their specific jobs. There will be students working on all phases of the tv show, magazine and event: subject matter, scripts, set design, audio-video, scheduling guests speakers, panelists, audio, video, sound, lighting, projection, choreography, special activities during summit and hospitality for the summit. The summit is a “real” summit that will discuss and find solutions to real issues that our students are dealing with.

******4) MISC ACTIVITIES (Coordinated through the School)**

Students will take several trips to radio, television, newspaper, production companies, theaters, concert halls, conferences and specialized training workshops so that the students working in these areas will have the opportunity to tour professional facilities.



“BRANDING MY FUTURE”

Personal Marketing, Mass-Communication & Multi Media Training Program



Students must sell themselves in all areas of their lives (programs, colleges, scholarships, employers & businesses etc).

Curriculum

Each student will complete a personal video documentary, website, online profile pages and individual assignments on various multimedia projects and will prepare a portfolio of all projects worked-on to show potential teachers, employers, colleges or scholarship administrators etc.

Purpose	Activities	Student / Community Outcome
<p><i>Each student:</i></p> <ol style="list-style-type: none"> 1) To learn how to communicate and present themselves for any occasion. 2) To work on a specific career-path. 3) To discover which area & project of the Academy he or she has the most desire & natural skill to work in. 4) To acquire hands-on experience with audio-visual and production equipment & production of events, the magazine promotions and broadcasts. 	<p><i>While working on their bio, each student will:</i></p> <ul style="list-style-type: none"> - Plan & write the script for their documentary - Research the industry & college majors. - Interview employers & employees in that field. - Write their life story (past, present, future). - Setup: cameras, lights, audio & props for their interviews and video-taping sessions. - Talk about his/her life-story on camera. - Interview family & friends about his/her life. - Produce creative stories & segments. - Edit the footage they captured on camera. - Acquire hands-on experience with all video, computer and production equipment. - Physically work with social media, journalism, multimedia and marketing tasks. <p>MARKETING & PRESENTATION (Giving-back to the program)</p> <ul style="list-style-type: none"> - Each student will <ul style="list-style-type: none"> • Generate 30 Subscribers • Recruit 10 Students (street team or BMF or Highlight Videos) • Participate in generating advertisers and sponsors 	<p><i>Each student will:</i></p> <ol style="list-style-type: none"> 1) Possess a complete understanding of the career-path they desire. 2) Be able to effectively: <ul style="list-style-type: none"> - Research and find information - Prepare-for & conduct an interview. - Communicate & present themselves - Write a script, column, blog or letter - Speak professionally on & off camera - Know how to Dress & groom themselves professionally for any occasion 3) Determine what they enjoy working-on the most in the following areas: Entrepreneurship, Business-ownership, Communications, Multimedia Audio-Visual, Event planning, Broadcasting, Marketing, Fundraising, and Sales. 4) <i>Graduating students will prepare & submit materials for scholarships, college applications or employment.</i>
<p>Purpose</p>	<p>Activities</p>	<p>Student / Community Outcome</p>
<ol style="list-style-type: none"> 1) To provide a communication medium to highlight the people, businesses, resources and activities in the Horry County area. 2) To provide a real community project that will allow the students in the Academy to showcase their creativity, talent and give-back to the community. 3) To provide real hands-on experience for students' portfolios and resumes. 4) The program events will serve as a weekly event where the students can showcase their productions and projects to the community. 	<p><i>While working on the magazine, broadcast and program activities, each student will:</i></p> <ul style="list-style-type: none"> - Plan, write & interview for stories, columns and content. - Layout, design and format magazine for printing and online. - Produce stories for the online broadcast. - Plan all program activities - Record footage in studio and on-location - Produce commercials, digital ads and print promotions to promote all activities. - Work hands-on with all production, recording, sound, video, projection, lighting etc. in order to present an exciting event. 	<p><u><i>Each student will receive:</i></u></p> <ol style="list-style-type: none"> 1) Real working experience in a specific area. 2) A professional portfolio, resume, personal documentary, website and profile pages to be used for scholarships, college and job applications and potential contracts for work etc. <p><u><i>The Community will receive:</i></u> A communication's tool and vehicle that will make information available that will create excitement and love for their community.</p>

GETTING STARTED

Week One



DAY ONE

- Take profile picture
- Record your first “dry-run” Video Interview on Camera
- Acquire an understanding of marketing yourself, the program, the organization and projects.

A REAL VISUAL ASSESSMENT

The student and parent must fully understand the process, the technology and what make today's students' stand-out-to schools, scholarships, employers or programs.

ON-CAMERA

1. Parent(s) talk with us about the student (personality, likes, behavior, grades, skills, future etc.)
2. Student talk with the camera about the exact same thing (in his/her own view)
3. Write a column in their new blog about their current activities and future plans
4. We will repeat this same session every four to six months

A REAL COMMITMENT

Student, parent & instructor will sit and watch the raw (unedited) video and agree to the steps and projects that the student and parent will take to improve the student's ability to speak, communicate, research, present and sell themselves.

The student and parent must commit to working the process and using the techniques and resources.

WRITING GOALS FOR THE NEXT THREE YEARS

Understanding where you are, what you have access-to and what it is going to take to get you to your next level or stage (middle school, high school, college, work or business etc).

ACTION PLAN FOR THE NEXT 12 MONTHS

1. Research
2. Learning how to effectively present and sell yourself.
3. Working with several industries to determine a career-path or working in the industry of a career that you have chosen (producing a multi-media related project in this field).
4. Working on one of the projects provide by the Academy

HANDS-ON PROJECTS (work experience)

Student will be chosen or select two areas that they will work-in for a month (one in-front of the camera and one behind the scenes).

1. With the television, radio and promotional productions and projects
2. The magazine and online projects