Digital Commercial Academy

Fact Sheet

What will I gain from participating in the Digital Commercial Academy?

- 14 weeks of training in digital media arts and learn:
  - Different film genres and styles of documentary filmmaking
  - Three phases of production
  - Production and sound recording equipment, set-up and breakdown
  - Soliciting clients and providing customer service
  - Story boarding and making the “pitch”
  - Camera moves, settings and lighting
  - Screen testing and conducting interviews
  - Planning and producing a video commercial for a local business
  - Location scouting
  - Shooting and editing
  - Final Cut Pro basic and advanced editing techniques
  - Screen layout and storage
  - Setting up client YouTube accounts
  - Industry career paths and education
- Training will culminate in a group screening of Academy participant’s commercial video projects
- Opportunity to earn the National Work Readiness Credential & gain work experience through an internship
- Job coaching and mentoring from industry professionals

When and where will the training be held?

- Training is scheduled to begin March 5, 2013 and end June 7, 2013.
- Training is scheduled twice a week, Tuesdays & Thursdays or Wednesdays & Fridays from 3:30-6:30, and 3 Saturdays during the program. Participants must be available to attend training sessions as scheduled.
- Training will be held at Digital Revolution, located at 4242 Atlantic Avenue, Long Beach, 90807.

Who is eligible to participate?

- Participants must be 16-24 years old, residents of Long Beach and interested in digital media industry and career opportunities.

How do I apply?

- Submit completed Program Application by February 8, 2013, to the Youth Opportunity Center, 3447 Atlantic Avenue, Long Beach, 90807. If any questions, please call (562) 570-4736.
- The most qualified applicants will be selected for interviews. Interviews are tentatively scheduled for the week of February 18, 2013.
Thank you for your interest in the Digital Commercial Academy. Please respond to the following questions. Please use a pen and write legibly. You may use additional pages to respond to application questions. If you have any questions regarding the program, please refer to the program’s Fact Sheet and/or contact the Youth Opportunity Center at (562) 570-4736.

Date: ________________

Name: ___________________________________________ Age: _____ Date of Birth: _____________

Address: ______________________________________ City: ___________ Zip Code: ____________

Telephone Number: ____________ (Home) ____________ (Cell) ____________ (Message)

E-Mail Address: ___________________________ Twitter Account: ______________________________

Received High School Diploma or GED: ___Yes ___ No  Attending School: ___Yes ___No

Current Grade Level: _________ Name of School: ____________________________________________

Please respond to the following:

1) Why are you interested in participating in the Digital Commercial Academy and what do you personally expect to gain from your participation?

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Please respond to the following:

2) What are your career interests and goals? Describe in detail.

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Please respond to the following:

3) Please describe in detail your work experience, volunteer background, and/or any extra-curricular activities you have been, or are currently involved in. Please include dates, where activity took/takes place and who you reported/report to.

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Digital Commercial Academy
Program Application

Please respond to the following:

4) Please describe any special programs/classes you have participated in, special skills and/or interests that you have that relate to this program.

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Application Process:
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- The most qualified applicants will be selected for interviews. Interviews are tentatively scheduled for the week of February 18, 2013.
- Youth selected to participate in the program will be required to register in the Pacific Gateway Workforce Investment Network’s VOS (Virtual One-Stop System), internet connected case management system, and provide copies of documentation verifying age and right-to-work (i.e., Identification Card or School ID with picture, Social Security Card, etc.).

Signature:
I understand that submitting this application does not guarantee my enrollment in the Digital Commercial Academy and that I may be asked to participate in an interview as part of the selection process.

Applicant Signature: _____________________________________________   Date _________________

Parent/Guardian Consent: ________________________________________   Date: _________________