Digital Commercial Academy
Fact Sheet

What is the Digital Commercial Academy?
It is a 14 week training program in digital media arts. You will gain skills to produce a video commercial for a local business by learning:

- Camera operation, shooting techniques, and basic filmmaking
- Lighting design
- Audio recording and sound production
- Storyboarding and creating the “pitch”
- Pre-production – How to plan for your shoot
- Working with clients and providing customer service
- Location scouting
- Shooting in the field and working on a set
- Teamwork! Working with a crew
- Basic and advanced editing with Final Cut Pro
- Setting up client YouTube accounts
- Industry career paths and education

Video projects will be screened at a special event after the 14 week training program.

Digital Comemrcial Academy will provide job coaching and mentoring from industry professionals. This is an opportunity to earn the National Work Readiness Credential & gain work experience through an internship.

When and where will the training be held?
- Training is scheduled to begin October 21, 2013 and end January 30, 2014.
- Training is scheduled twice a week, Mondays & Wednesdays or Tuesdays & Thursdays from 4:00-7:00pm. Participants must be available to attend training sessions as scheduled.
- Training will be held at Long Beach Community Action Partnership, located at 3012 Long Beach Boulevard, 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 September 27, 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 October 7, 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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Digital Commercial Academy
Program Application

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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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 October 7, 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: ________________