DIGITAL VIDEO ARTS

What is Digital Video Arts? (from http://www.albright.edu/catalog/interdisc.html#dva)

“The Digital Media and Theatre Departments collaborate to offer an interdisciplinary major focused on the study of Digital Video Arts. Rather than simply combining two co-majors, this program leads student artists/producers through an integrated curriculum that weaves together the history, theory, skills, and concepts associated with the creatively challenging arenas of pre-production, production, and postproduction. It capitalizes on the intrinsic working relationships between these two disciplines as they engage content, delivery, and audience. The program prepares students for success in the competitive and multi-faceted world of digital video production.”

What Producers and Directors Do
Producers and directors are in charge of creating motion pictures, television shows, live theater, and other performing arts productions. They interpret a writer’s script to entertain or inform an audience.

What Film and Video Editors and Camera Operators Do
Film and video editors and camera operators record images that entertain or inform an audience. Camera operators capture a wide range of material for TV shows, motion pictures, music videos, documentaries, or news and sporting events. Editors construct the final productions from the many different images camera operators capture. They collaborate with producers and directors to create the final production.

What are the career opportunities for a Digital Video Arts Graduate?

<table>
<thead>
<tr>
<th>Animation</th>
<th>Digital Video and Special Effects</th>
<th>Educational Technology</th>
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<tr>
<td>Electronic Entertainment</td>
<td>Game Development</td>
<td>Graphics Designer</td>
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<tr>
<td>Instructional Design</td>
<td>Internet Services and Technology</td>
<td>Media Director</td>
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<tr>
<td>Multi-Media Specialist</td>
<td>Production Coordinator</td>
<td>Web Developer or Web Master</td>
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<tr>
<td>Producer</td>
<td>Video Editor</td>
<td>Video Journalist</td>
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<td>Camera Operator</td>
<td>Director</td>
<td>Broadcast Technician</td>
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Learn more about the occupations listed above by going to http://www.bls.gov/ooh

How do you get ready?

- Develop excellent technical and computer skills, especially Internet proficiency and knowledge
Demonstrate curiosity, confidence, assertiveness, creativity, initiative, tact, competitive spirit, enthusiasm, persistence and diplomacy

Obtain experience through volunteer, practicum or internship opportunities

Conduct informational interviews with professionals in fields of interest to gain information, develop contacts, build mentoring relationships, and learn more about career opportunities in a competitive field

Related Major Skills (from http://www.career.ucf.edu/)

<table>
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<th>Strong skills in computer technology</th>
<th>Attention to detail</th>
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<tr>
<td>Creative &amp; Imaginative</td>
<td>Communicate ideas visually, verbally and in writing</td>
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<td>Keep up with quickly changing trends and technologies</td>
<td>Open to new ideas and influences</td>
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<td>Problem-solving Skills</td>
<td>Ability to work independently and collaboratively</td>
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<td>Self-discipline and time management</td>
<td>Good business sense</td>
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<tr>
<td>Ability to work under pressure</td>
<td>Evaluate ideas and presentations</td>
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<td>Synthesizing information</td>
<td>Interpretation skills</td>
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<td>Identify and manage different needs of individuals, groups, etc.</td>
<td>Explaining processes, plans and concepts</td>
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<td>Critical thinking skills</td>
<td>Planning and managing skills</td>
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“Employment of producers and directors is projected to grow 3 percent from 2012 to 2022, slower than the average for all occupations. Some job growth in the motion picture and video industry is expected to stem from strong demand from the public for more movies and television shows, as well as an increased demand from foreign audiences for U.S.-produced films. In addition, production companies are experimenting with new content delivery methods, such as mobile and online TV, which may lead to more work opportunities for producers and directors in the future. These delivery methods are still in their early stages, however, and their potential for success is not entirely known.”

For a more detailed employment outlook of multi-media occupations, refer to http://www.bls.gov/ooh

Available at Albright College Career Development’s Resource Library

- Career Opportunities in Art, by Susan H. Haubenstock and David Joselit
- Entertainment Careers.net http://www.entertainmentcareers.net/
- Career Opportunities in Computers and Cyberspace, by Harry Henderson
- Career Opportunities in the Film Industry, by Fred Yager and Jan Yager
• Careers for Computer Buffs and Other Technological Types, by Marjorie Eberts and Margaret Gisler
• Careers for Cyber-Surfers and Other Online Types, by Marjorie Eberts and Rachel Kelsey
• Opportunities in Animation and Cartooning Careers, by Terence J. Sacks
• Opportunities in Commercial Art and Graphic Design Careers, by Barbara Gordon
• Opportunities in Film Careers, by Jan Bone and Ana Fernandez

Disclaimer
Links to Internet sites are provided for your convenience and do not constitute an endorsement by Albright College Experiential Learning and Career Development Center.

Career Planning Links

• Production Hub/Entertainment Careers http://www.entertainmentcareers.net
• Digital Media FX, http://www.digitalmediafx.com/
• MediaBistro http://www.mediabistro.com
• American Cinema Editors http://www.ace-filmeditors.org
• Talent Zoo, http://www.talentzoo.com
• Advertising Media Internet Center, http://www.amic.com
• Variety http://www.variety.com
• Texas Film Commission Hotline, Animation/Game Jobs, http://gov.texas.gov/film/hotline
• Film and TV production resources http://www.mandy.com
• Work in Sports www.workinsports.com
• Creative Jobs http://www.creativehotlist.com/

Professional Associations Links

• Digital Media Association, http://www.digmedia.org/
• Association of Independent Video and Filmmakers http://www.aivf.org
• Academy of Motion Picture Arts & Sciences http://www.oscars.org
• American Association of Advertising Agencies http://www.aaaa.org
• British Interactive Multimedia Association http://www.bima.co.uk
• American Advertising Federation http://www.aaf.org/
• International Digital Media and Arts Association http://www.idmaa.org/
• Society for Cinema and Media Studies http://www.cmstudies.org/
• IEEE Broadcast Technology Society http://bts.ieee.org/