Links:

- [Meeting Recording](#)
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- [Meeting Slide Deck](#)

On April 27, 2023 in support of the Regional Virtual Production Academy, Regional Joint Venture (RJV) application, the BayICT team of the Bay Area Community College Consortium (BACCC) along with six partner colleges (Diablo Valley, Laney, Berkeley, College of Marin, Ohlone, and Mission) convened a regional advisory meeting to learn more about the regional needs in the area of virtual production. The meeting objective:

- Provide overview and update about the Bay Area Virtual Production Academy Project
- Discuss and gather input for the VP Professional Certificate
- Collect labor market information on top VP roles

The meeting was attended by industry professionals, Bay Area community college faculty, and BayICT regional representatives. Below are high level notes from the meeting.

Overview of the Regional Virtual Production Academy

- Collaboration between Bay Area community colleges to create and deliver curriculum that will prep students for jobs in virtual production
- Mission is to create academy using existing courses and stackable certificates that can lead to associate or bachelor's degree
- Advisory group needed to provide industry insight
    o Job market trends
    o Industry awareness and training needs
    o Curriculum support
    o Work based learning opportunities
    o Provide faculty professional development

Certificate Design and Updates

- VP Fundamentals – Approved
- VP Film Production – Developed
- VP Technical Artist - Developed

- VP Professional- In Design
  - o Certificate goal is to build upon prior programs or create as a standalone short term program for professionals already in the industry
  - o May eventually lead to associate's degree
  - o Split into two key areas
    - ▪ Video
    - ▪ Technical Artist
  - o Ideas on what to include to make the certificate more effective for students
    - ▪ Provide clarity on the endgame (Where do students see themselves after earning the certificate?)
    - ▪ Consider modeling the certificate for companies who have specific niche needs
    - ▪ Ensure students have a strong understanding of the how people collaborate with each other in industry
    - ▪ Learn how skills overlap
    - ▪ Learn how different roles work together and collaborate – how one role impacts another role – "extreme team"
    - ▪ Focus on "virtual production" will shift over time so focus on the protocols and workflow instead
    - ▪ Include artificial intelligence and how workflows/existing roles will be impacted
    - ▪ Focus on soft skills development
      - ● Communication
      - ● Articulate the thinking process
      - ● Curiosity
      - ● Critical thinking
      - ● Understand set etiquette
      - ● Problem solving,
      - ● Collaboration
      - ● Pivoting in a fast-paced environment
      - ● Supporting your team
      - ● Providing feedback
    - ▪ Leadership component
      - ● How to rally teams to get to the finish line
    - ▪ Show alignment between classroom learning and what is happening on actual teams
      - ●
- Types of instructors

  ○ Need for industry professionals to support the learning

  ○ Utilizing industry professionals to provide internships and externships

  ○ Provide mentorship and support

   ▪ Example – Use industry professionals to provide input for project based learning

Jobs & Job Titles

- When asked what jobs are in high demand, advisory members offered the following:

  - Real-Time Lighting Artist
  - Motion Capture Specialist
  - Data Wrangler
  - Unreal Operator
  - Virtual Artist
  - Virtual Production Supervisor
  - Virtual Art Dept. Manager
  - VP Coordinator
  - VP Animator
  - Visual Effects Artist
  - Technical Artist
  - UX Designer
  - Generalist (3D / Game Engine)
  - Color Specialist
  - Volume Operator

Next Steps

- Survey to collect information about most common roles
  - Type of organization
  - Description of the role
  - Skillset
  - Software used
  - Expected demand
- Development of Proposal for next two years of project (Focus of next meeting)
  - Will be funded by Strong Workforce
  - Need current labor market information
  - Need input on how we can integrate work experience into the curriculum
- Faculty working session
  - Begin thinking about the design of the certificate

Attendees:

First Name	Last Name	Email	Organization
Koina	Freeman	koinafreeman@gmail.com	Laney
Vina	Cera	vcera@peralta.edu	Laney
Dan	Montoya	dan@66training.com	BACCC
Mary	Clarke-Miller	mclarkemiller@peralta.edu	BCC
Brian	Pohl		Technical Program Manager, Epic Games
Johnathon	Amayo		Chief Academic Officer, Key Code Media
Noah	Radner		Virtual Production Editor, American

			Cinematographer Magazine
Kathryn	Brillhart		Virtual Production Supervisor
Kim	Paris		Emerging Talent Manager, ILM
Vina	Cera		Media Department, Laney College
Demetria	Lawnrence		Sr. Program Coordinator, WFD, Diablo Valley College
Sahra	Bhimji		Film Production Professor, DVC
Jean-Michel	Blottiere	michel.blottiere@realtimeconference.com	Founder and CEO – RealTime Conference/Society/Economics Summit
Erik	Weaver		Adaptive and Virtual Production ETC, USC @SCA
Tom	Shannon		Technical Program Manager, EPIC Games
Rachel Mercy	Simpson		Multimedia Arts Faculty, Berkeley City College
Dan	Montoya		66 Training Services, Consultant, BACCC
Isao	Kogure		Director of Art, WB Games San Francisco
Rob	Gabriel		Director of Career Education, Ohlone College
Rachel Joy	Victor		Independent Strategist, Design, Worldbuilder
Mark	James		CTO, Striking Distance Studios
Ron	Zakay		Serial Entrepreneur/Venture Partner
Beth	Maher		Laney College
Mark	Frey		Skyline High Director Comp Sci and Technology, Instructor, Berkeley City College
Greg	Mitchell		Director of Cinematic Storytelling Bit Reactor Studio / Co-Founder of The Society for Game Cinematics (SGC)
Paul	Churchhill		VFX Training Supervisor I L M
Rebecca	Perry		Training and Development, NEP Virtual Studios
Mary	Clarke-Miller		Animation, Game VP Lead Berkeley City College
Kelly	Whalen		Faculty, Video Arts, Berkeley City College