

# Image Resources Externship 2011

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# Image Resources

- A mid sized production and post-production company based in the west San Fernando Valley
- Owner Dave Moorman engaged with local schools
- Partner of Calabasas High School's Media and Entertainment Academy.



# Where are the changes in the production process?

- The creative part of the process remains substantially unchanged over the past decade.
- The new jobs and skill sets are found primarily in the IT side of the production and post-production process.



# New Jobs in Production IT

- DIT - Digital Imaging Technicians
- Media Managers
- Multi-Track Audio Recordist



# Changes in Post

- Editors handle more tasks on all but the biggest budget productions.
- Ever increasing time pressures.
- Networked environments.
- Flexibility in working with software.



# Producers and Directors in the new Production World

- Producers and Directors need to be familiar with technology.
- Need to keep track of myriad new details.



# Training and Education for Production and Post- Production Jobs

- Directors -
- Producers -
- Technical Creative Crew -
- Editors -



# Soft Skills are Paramount!

- Communication above all
- Active Listening
- Problem Solving
- Constant Learning
- Taking Direction
- Social Awareness



# Production Employers of the Future

- Film Funds
- Studios
- Independent Producers - Freelance



# Post-Production Employers of the Future

- Small Post Facilities
- Driven by Budgetary Constraints



# Conclusions

- An Industry in Flux
- Driven by Digital and IT based Innovation
- Consolidation of Larger Productions
- Devolution of Post-Production
- Broad Based Educational Requirements
- A Constant Learning Environment