FILM A229: THE BUSINESS OF IMMERSIVE MEDIA (VR/AR)

Item	Value
Curriculum Committee Approval Date	12/08/2021
Top Code	061410 - Multimedia
Units	2 Total Units
Hours	36 Total Hours (Lecture Hours 36)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S)

Course Description

An introduction course to the business side of Immersive Media, including Virtual and Augmented Reality content creation and games, 360 Immersive Filmmaking, and related fields. Students will get an inside look at each aspect of the industry, including the vast array of ever-changing careers, desired skillsets and competencies, current trends, best practices, entrepreneurship, and the future direction of the industry as a whole. This class will also address soft-skills and developing career strategies for placement in entry-level jobs and internships. ADVISORY: FILM A220 and FILM A221. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Demonstrate a basic understanding of the range of professional career paths, desired skillsets, necessary competencies, and training needed for employment and/or entrepreneurship in the Immersive Media (VR/AR/Gaming) industry.
2. Demonstrate a basic understanding of current career opportunities related to Immersive Media.
3. Demonstrate effective strategies for career advancement.

Course Objectives

- 1. Understanding the overall Immersive Media industry from a business standpoint.
- 2. Identify the major players and companies involved in Immersive Media content creation, hardware and software.
- 3. Recognize job and internship opportunities within Immersive Media.
- 4. Demonstrate proper use of industry terminology related to Immersive Media, VR, AR, and Game Development.
- 5. Compare and contrast current and emerging technologies, techniques, and trends in Immersive Media.
- 6. Identify the state of the current and future labor market in Immersive Media and potential job, internship, and entrepreneurship opportunities.
- 7. Identify and use professional career preparation practices and interpersonal etiquette needed for successful networking and interviewing.

Lecture Content

I. The current state of the Immersive Media Industry II. Career chains in Immersive Media A. Virtual Reality B. Augmented Mixed Reality C. Immersive Game Design D. Immersive Filmmaking Animation E. Related fields III. Assessing your current level of experience IV. Training paths A. Traditional Education B. Self-paced Independent Learning through Tutorials C. MOOCs and other supplemental structured education V. Soft-skills vs. Software skills VI. Effective Job and Internship Searching and Applying VII. Effective Interview Preparation VIII. Mock Interviews IX. Meeting Industry Professionals A. Effective Networking B. Online Queries and Introductions C. Trade Shows and Conventions X. Differences in Immersive Media vs. Traditional Employment A. Expected Work Schedules B. Estimated Salary Ranges by Job Description C. Long-term Careers vs. Short-term Project-based XI. The Future of Immersive Media and the Global Job Market as a Whole

Method(s) of Instruction

- Lecture (02)

Instructional Techniques

Lecture Guest Lecture Practical examples One-on-one instruction Individual assignments Assignment critique Examinations

Reading Assignments

1. Job Search: Students are required to spend 1hr researching online job sources for future employment. 2. . Definition Review: Students are required to spend 2 hours reviewing definition terms used in Immersive Media for exam.

Writing Assignments

Proficiency will be demonstrated by satisfactorily completing assignments and participating in group and class discussions. Students will demonstrate critical thinking and problem-solving skills through their understanding of each job function in the film and television industry.

Out-of-class Assignments

1. Resume Writing: Students are required to spend 1 to 2 hours compiling and constructing a professional resume for employment in the Immersive Media industry reflecting their job selection. 2. Mock Interview Prep: Students are required to spend 1 hour a week for a total of 8 hours over an 8 week period preparing for a practical mock interview. 3. Cover Letter Writing: Students are required to spend 1 to 2 hours writing a professional cover letter reflecting their job selection.

Demonstration of Critical Thinking

Assignments Individual projects Examinations

Required Writing, Problem Solving, Skills Demonstration

Proficiency will be demonstrated by satisfactorily completing assignments and participating in group and class discussions. Students will demonstrate critical thinking and problem-solving skills through their understanding of each job function in the film and television industry.

Eligible Disciplines

Broadcasting technology (film making/video, media production, radio/TV): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience. Multimedia: Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Other Resources

1. Handouts