



CENTER FOR A  
COMPETITIVE WORKFORCE

# ANIMATION

REGIONAL PROGRAM ADVISORY MEETING

## Los Angeles Community College Program Look Book

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POWERED BY



California  
Community  
Colleges



**LOS ANGELES COUNTY**  
ECONOMIC DEVELOPMENT CORPORATION  
*Collectively Advancing Opportunity and Prosperity for All*

In partnership with the Center for a Competitive Workforce,  
the Regional Directors of Employer Engagement, and the  
Los Angeles County Economic Development Corporation



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# MEETING AGENDA

<b>Date and Time</b>	November 13, 2020 from 10am-12pm
<b>Occupation</b>	Animation
<b>Opening Remarks</b>	Welcome and Introductions   Isabel Duran, LAEDC Center for a Competitive Workforce   Richard Verches, CCW Sector Overview   Charlotte Augenstein, Regional Director
<b>Discussion Moderated by Jessica Ku Kim and Claire Anderson</b>	Topics: <ul style="list-style-type: none"><li>- Workforce trends</li><li>- Technology, AI and equipment</li><li>- Workforce gaps</li><li>- Talent pipeline</li></ul>
<b>Curriculum Review</b>	Colleges represented include: <ul style="list-style-type: none"><li>- East Los Angeles College</li><li>- Glendale Community College</li><li>- Los Angeles City College</li><li>- Los Angeles Mission College</li><li>- Mt. San Antonio College</li><li>- Pasadena City College</li><li>- Rio Hondo College</li><li>- Santa Monica College</li></ul>
<b>Closing Remarks</b>	Next Steps and Adjournment   Claire Anderson, LAEDC



# CENTER FOR A COMPETITIVE WORKFORCE

## Mission

Center for a Competitive Workforce (CCW) was established in 2017 as a Strong Workforce Program regional project of the 19 community colleges in the Los Angeles region in collaboration with the LA/OC Center of Excellence for Labor Market Research (COE) hosted at Mt. San Antonio College and the Los Angeles County Economic Development Corporation (LAEDC).

In partnership with the COE and LAEDC Institute for Applied Economics, CCW has published multiple labor market reports that analyze labor supply and demand data for middle-skill occupations in high-growth industries to inform and influence the development of new or modified career education and workforce development programs and curricula. CCW supports quarterly convenings with education, workforce, nonprofit, government and industry leaders in three of the LA region's most highly concentrated and fastest growing industry sectors of advanced transportation, bioscience and digital media/entertainment, with the co-equal goals to strengthen industry engagement with community college faculty and to connect more community college students to meaningful work-based learning opportunities, as one of the best ways to constructively prepare them for the 21st century jobs and careers in the fast-emerging and rapidly-changing knowledge-intensive industries that will drive our regional economy today and tomorrow.

CCW, in partnership with the regional directors for employer engagement, is piloting seven regional advisory committees to further strengthen regional alignment of and ongoing connections between faculty and industry. CCW has developed two online platforms: a biosciences industry portal and a regional Workforce and Education Partner Portal that employs technology to increase the speed and richness of industry-college connections, to seamlessly access and deploy the economic intelligence gleaned through industry engagement, and to rapidly expand and scale the number of work-based learning and employment opportunities for career education students and graduates with certificates and degrees.

Learn more at [www.CompetitiveWorkforce.LA](http://www.CompetitiveWorkforce.LA).



California  
Community  
Colleges



LOS ANGELES COUNTY  
ECONOMIC DEVELOPMENT CORPORATION

Funded by the California Community Colleges Chancellor's Office under the Strong Workforce Program (SWP) as a Los Angeles Regional Project.

The Los Angeles County Economic Development Corporation (LAEDC) was founded in 1981 as a nonprofit, public-benefit organization to harness the power of private sector in collaboration with L.A. County, to guide economic development and create more widely shared prosperity. LAEDC collaborates with all stakeholders in the region including education, business, and government. Learn more at [www.LAEDC.org](http://www.LAEDC.org).



## Contact Information



**Richard Verches, Executive Director, Center for a Competitive Workforce**  
[Verches@verizon.net](mailto:Verches@verizon.net)



**Jessica Ku Kim, Senior Director of Workforce Development, LAEDC**  
[Jessica.Kim@LAEDC.org](mailto:Jessica.Kim@LAEDC.org)



**Claire Anderson, Workforce Development Program Manager, LAEDC**  
[Claire.Anderson@LAEDC.org](mailto:Claire.Anderson@LAEDC.org)



**Isabel Duran, Administrative Manager, LAEDC**  
[Isabel.Duran@LAEDC.org](mailto:Isabel.Duran@LAEDC.org)



# REGIONAL DIRECTORS OF EMPLOYER ENGAGEMENT

Regional Directors play a key role in implementing activities and achieving outcomes for their designated sector by working with community colleges in the designated region to strengthen connections between career education and business and industry.

The Regional Directors develop partnerships with business and industry, working closely with key talent including Regional Chairs, Centers of Excellence, Technical Assistance Providers, Pathway Coordinators, Statewide Directors, and other Regional Directors of Employer Engagement.

For more information regarding Regional Directors and their industry sectors, use the following link:  
[www.laocrc.org/member-resources/rdee](http://www.laocrc.org/member-resources/rdee)

## Los Angeles County Regional Directors

### **Bruce Noble, Energy, Construction and Utilities**

[Bruce.noble@riohondo.edu](mailto:Bruce.noble@riohondo.edu)

### **Charlotte Augenstein, Information and Communication Technology (ICT) and Digital Media**

[Charlotte@Glendale.edu](mailto:Charlotte@Glendale.edu)

### **Judy Fox, Business and Entrepreneurship**

[Jfox@cerritos.edu](mailto:Jfox@cerritos.edu)

### **Katie Mishler, Advanced Transportation and Logistics**

[Kmishler@cerritos.edu](mailto:Kmishler@cerritos.edu)

### **Ozzie Lopez, Health**

[Olopez63@mtsac.edu](mailto:Olopez63@mtsac.edu)

### **Ruth Amanuel, Global Trade**

[Ramanuel@lbcc.edu](mailto:Ramanuel@lbcc.edu)

### **Shari Herzfeld, Health**

[Sherzfeld@riohondo.edu](mailto:Sherzfeld@riohondo.edu)



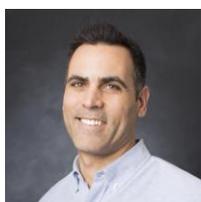
# INDUSTRY REPRESENTATION

## Amy Wu Casler



Amy is the Director of People and Culture at Nickelodeon. She oversees all aspects of the NICKternship program including strategy, recruitment, and mentorship. In addition, she is responsible for implementing curated curriculum for Nick University, an engagement program designed to provide professional development and training to industry creatives. Over her last 12 years at Nickelodeon, through different roles, her focus has always been to identify and foster diverse talent. Prior to that, she worked on live-action movie sets, at a radio station, and did a brief stint in non-profit.

## Aubry Mintz



Aubry has worked as a feature animator (ILM, Square USA) and directed projects for Smirnoff, McDonalds, MuchMusic and General Mills. His short-animated film "Nothing to Say" narrated by celebrity Danny Aiello was selected for 35 festivals around the globe (including Oscar qualifying Edmonton International Film Festival and Tirana International Film Festival) and won 8 awards (including Palm Springs International Animation Festival, Anchorage Film Festival, and Best Animation at Australia Independent Film Festival). Aubry is co-author for the book "Ideas for the Animated Short 2nd Edition" and has presented at Disney Feature Animation, CTNX, Blue Sky Animation Studios, DreamWorks Animation and was guest host on Turner Classic Movies (TCM). He is also the Director of the School of Art at California State University Long Beach.

## Beau Janzen



Beau has over 25 years of experience in VFX and has served on projects such as Game of Thrones, Westworld, Stranger Things, The Walking Dead, Batman vs Superman, Man of Steel, the VFX Oscar-winning Life of Pi, and won an Emmy for his CG supervision on the show Gotham. Beau has a strong background in education with a master's degree in Instructional Systems Design, and experience as a guest researcher at Berlin's Technische Universität Department of Special Research Projects in Differential Geometry and Quantum Mechanics. He has written and animated internationally acclaimed educational videos including Mesh, Bugbottle, and The Shadows of Alexandria. Beau also serves as Education Lead for the VFX program at the Gnomon School for VFX and Animation for Film and Games.

## Benson Shum



Benson has been working in the animation industry for 20 years. He's currently an Animator at the Walt Disney Animation Studio. He was a part of such films as Frozen, Big Hero 6, Zootopia, Moana, Frozen 2, Raya & the Last Dragon and Encanto. Benson is also an Author & Illustrator of Children's books. Originally from Vancouver, BC, Benson now lives in sunny southern California. To view his work, visit: [www.bensonshum.com](http://www.bensonshum.com) or @bshum79 on Instagram and Twitter.



## Brooke Keesling



Brooke is the Head of Animation Talent Development at Bento Box Entertainment, a FOX Entertainment company with Emmy award-winning entertainment content. Bento Box employs over 500 artists and production staff, producing animated programming for broadcast, cable, and streaming networks, as well as theatrical distribution. The company also produces music videos, commercials, branded content and motion graphics for major brands and artists. Brooke is Vice President at ASIFA Hollywood, and has served as the Director of Community and Culture at the Animation Guild, IATSE Local 839. Brooke has her MFA in Animation from California Institute of the Arts and has held positions at Disney ABC Television Group, Cartoon Network, and New Deal Studios.

## David Dawson



David is Lead Animator and Character Artist for FarSight Studios. He has worked in Game development for the past 23 years and had been teaching Animation for the past 20 years. David has an MFA in Computer Arts from Florida Atlantic University and a BA in Visual Arts from Baylor University. He also teaches Animation at Rio Hondo College.

## Ellen Jin



Ellen went to Otis College of Art and Design and majored in illustration, where she began her career as an intern at a small animation company. She began drawing in her childhood, and feels very lucky to have worked in the field for 23 years with various companies, small and large. Ellen's clients include Disney, Universal, Marvel, Nickelodeon and DreamWorks; her projects have involved different types of characters including Marvel Superheroes, Tinkerbell, Spirit and Curious George. Ellen has been a BG department creator and trainer in China and New Zealand, and has taught at CSUN. Two of her greatest career achievements are winning an Emmy award and designing Tinkerbell's house that was constructed in Disneyland. Currently, she is art directing an un-announced project at Dreamworks for Netflix's Streaming Service.

## Grazia Como



Grazia is a Program Manager for Netflix's Animation Outreach & Engagement. As a Program Manager, Grazia oversees Story Training initiatives designed to engage and develop emerging artistic talent. Grazia started her animation career at PDI/Dreamworks as a Render Assistant on the studio's first computer-animated feature film, *Antz*, in 1997. That was her foot in the door! Prior to her current role, Grazia oversaw the Artist Trainee and Internship Programs across, Feature, TV, Technology, and Corporate at Dreamworks Animation. Her role was key to developing and managing training initiatives across the animation pipeline, as well as industry and community-related initiatives. In addition to her experience at DWA, Grazia worked in visual fx and commercials as a production manager at Stan Winston Studios as well as worked in production technical support and training at Digital Domain. Grazia attended Mt. San Antonio College, thinking she was going to pursue Architecture but through her program, she found her passion for animation. Eventually, she transferred to Cogswell Poly-Technical College in Sunnyvale, CA with a focus on Computer Animation but alas did not complete her degree as life had other plans for her.



## Ming Tai



Ming is an Emmy award winning director and designer with over 18 years of experience in the motion design industry. He is the co-founder/partner/creative director of the award winning motion design agency Mfactor. Ming is also the Faculty Director of Motion at Art Center College of Design with over 12 years of experience as a educator and mentor. He has his Bachelor of Arts from Cal Poly Pomona, College of Environmental Design, Graphic Design.



# OCCUPATIONAL DATA

The entertainment industry is one of the most prominent and iconic industries in the Los Angeles Basin and provides significant economic benefits in terms of wealth generation and middle-skill job growth.

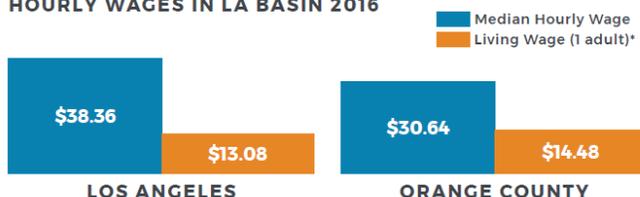
To view and download the full CCW Digital Media and Entertainment report, visit: <https://competitiveworkforce.la/entertainment-digital-media/>

## Multimedia Artists and Animators

(SOC 27-1014)

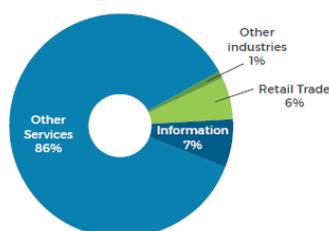
Multimedia artists and animators are identified as a middle-skill occupation. They create special effects, animation, or other visual images using film, video, computers, or other electronic tools and media for use in products or creations, such as computer games, movies, music videos and commercials.

### HOURLY WAGES IN LA BASIN 2016



\* MIT Living Wage Calculator

### INDUSTRY DISTRIBUTION



### Industry Distribution

Multimedia artists and animators are hired across a number of different industries, including those in digital media. Approximately **5,120 multimedia artists and animators** were employed in the entertainment industry in the LA Basin in 2016. They accounted for **78.9 percent** of employment in this occupation across all industries.

The three industry subsectors that employ the largest number of multimedia artists and animators in the LA Basin are:

- Motion Picture and Sound Recording (NAICS 512)
- Professional, Scientific and Technical Services (NAICS 541)
- Performing Arts, Spectator Sports and Related (NAICS 711)

**TOTAL PROJECTED OPENINGS 2021**

- 700 Total Openings (5-yr)
- 100 Net Job Change
- 610 5-yr Replacements

**ENTERTAINMENT-RELATED 2021**

- 380 Total Openings (5-yr)
- -100 Net Job Change
- 480 5-yr Replacements

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6,490

Jobs in LA/OC  
in 2016

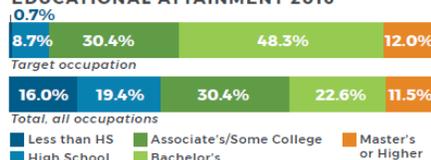
700

Total Openings  
2016 to 2021

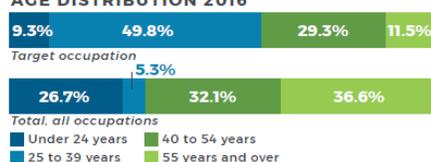
### Worker Characteristics

The demographics of the workforce provide an additional layer of information to further highlight who is employed in this occupation in the LA Basin:

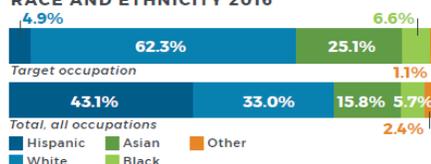
#### EDUCATIONAL ATTAINMENT 2016



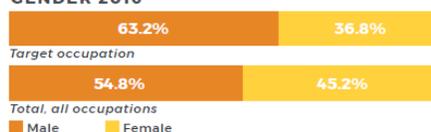
#### AGE DISTRIBUTION 2016



#### RACE AND ETHNICITY 2016



#### GENDER 2016





# COMMUNITY COLLEGE PROGRAM DATA

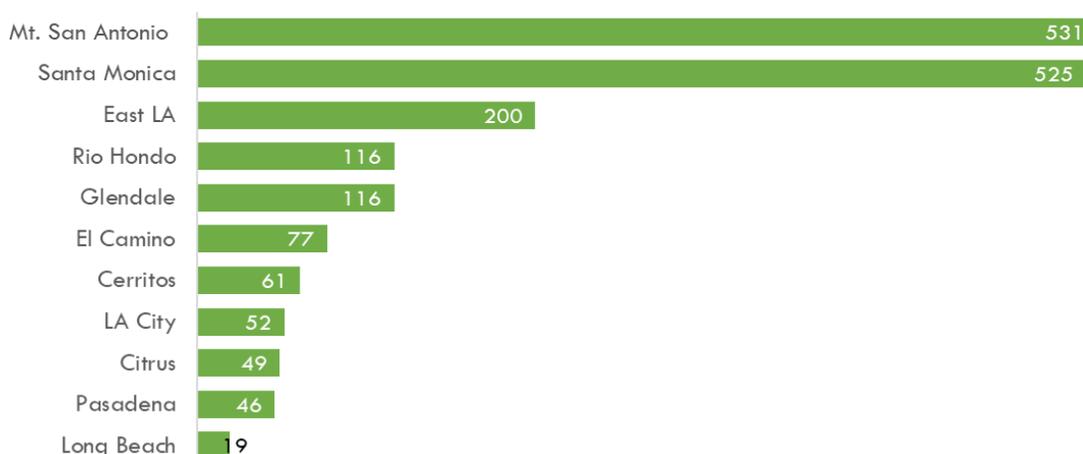
The Centers of Excellence (COE) for Labor Market Research deliver regional workforce research and technical expertise to California Community Colleges for program decision making and resource development. This information has proven valuable to colleges in beginning, revising, or updating economic development and Career Education (CE) programs, strengthening grant applications, assisting in the accreditation process, and in supporting strategic planning efforts.

The Centers of Excellence Initiative is funded in part by the Chancellor's Office, California Community Colleges, Economic and Workforce Development Program. The Centers aspire to be the leading source of regional workforce information and insight for California Community Colleges. More information about the Centers of Excellence is available at [www.coeccc.net](http://www.coeccc.net).

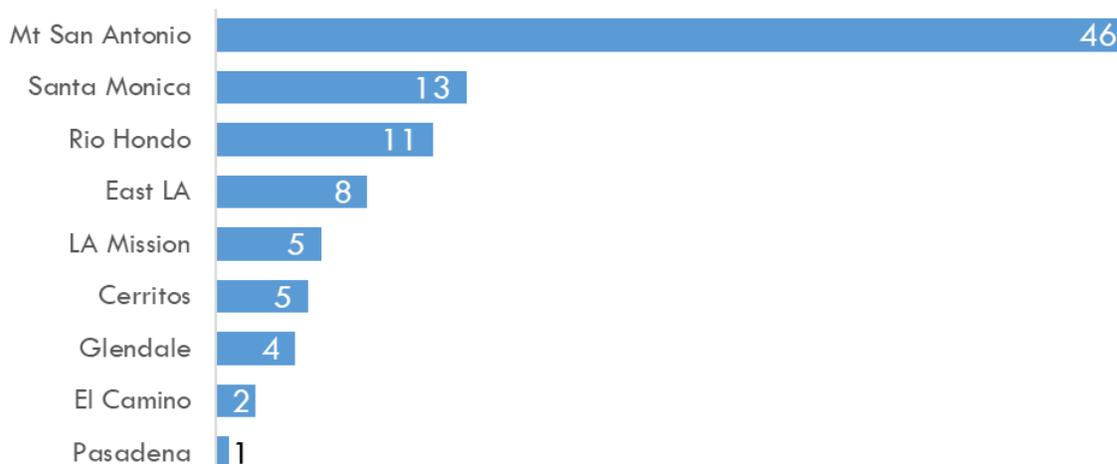
For more information about the COE, contact:

Luke Meyer, Director of the Los Angeles/Orange County Center of Excellence hosted by Mt. San Antonio College, at [lmeyer7@mtsac.edu](mailto:lmeyer7@mtsac.edu) or (909) 274-6106.

## Animation Enrollments: Three-Year Average



## Animation Completions: Three-Year Average





# COMMUNITY COLLEGE REPRESENTATION

- East Los Angeles College
- Glendale Community College
- Los Angeles City College
- Los Angeles Mission College
- Mt. San Antonio College
- Pasadena City College
- Rio Hondo College
- Santa Monica College



## East Los Angeles College

<b>Program Name(s)</b>	Art and Animation
<b>Website</b>	<a href="https://www.elac.edu/Academics/Departments/Art">https://www.elac.edu/Academics/Departments/Art</a>
<b>Competencies Focus</b>	The animation department's goal is to teach students the many skills necessary to communicate effectively through visual means. The program's focus is for students to acquire the techniques needed in order to develop a filmic concept. However, the courses are not only restricted to animation and its different components, but also VR, Interactive projects, Game Art and Visual Effects.
<b>Cohort Size</b>	30
<b>Hiring Timeframe</b>	At the end of Spring and/or Fall semester.

For more information, contact Rosa Farre at [farrer@elac.edu](mailto:farrer@elac.edu).



## Glendale Community College

**Program Name(s)** 2D/3D Animation and Video Game Design

**Website** <https://www.glendale.edu/academics/academic-divisions/visual-performing-arts-division/animation>

**Competencies Focus** We offer a full certificate with areas of specialization:

- Motion Graphic Design (2D digital animation)
- 2D Animation Design
- 3D Character Setup and Animation
- 3D Digital Character Design
- Video Game Design

Our instructors are all industry professionals. Specialty areas are intended to be taken over 4 semesters (for most students two years) and are aimed at providing students with entry level artist skills.

Our labs are equipped with Mac Pro Towers and Cintiq 22HD displays. Computers are loaded with cutting-edge production software: Maya, ZBrush, ToonBoom, Adobe Photoshop and After Effects.

For more information, contact Roger Dickes at [rdickes@glendale.edu](mailto:rdickes@glendale.edu).



## Los Angeles City College

<b>Program Name(s)</b>	Animation Certificate Program
<b>Website</b>	Launching Spring 2021 Listed in course catalog: <a href="https://bit.ly/2HUoZo2">https://bit.ly/2HUoZo2</a> (pages 91 & 92)
<b>Competencies Focus</b>	The Animation certificate of achievement is a comprehensive study of 2D and 3D animation techniques. Upon completion of the program, students will be able to develop original and effective animation projects using industry-standard tools and methodologies. Animation Production, Storyboards, Background Layout, Character Design, Vis Dev/Look Dev, Production Pipeline, and IP Pitchbook.
<b>Cohort Size</b>	25
<b>Hiring Timeframe</b>	Throughout the year, rolling.

For more information, contact Amarpal Khanna at [khanna@lacitycollege.edu](mailto:khanna@lacitycollege.edu) or (323) 385-1234.



## Los Angeles Mission College

<b>Program Name(s)</b>	Animation and 3D Design
<b>Website</b>	<a href="http://www.lamission.edu/Multimedia.aspx">http://www.lamission.edu/Multimedia.aspx</a> Animation Program Mapper: <a href="https://la-mission.programmapper.ws/academics/interest-clusters/e2068320-d2f3-421d-bbf8-a0014e859702/programs/9fa71f8b-f7a5-acbf-8467-dcba4437bab3">https://la-mission.programmapper.ws/academics/interest-clusters/e2068320-d2f3-421d-bbf8-a0014e859702/programs/9fa71f8b-f7a5-acbf-8467-dcba4437bab3</a>
<b>Competencies Focus</b>	The Certificate of Completion in Animation and 3-D Design is designed to for students to examine 2-D animation and 3-D animation principles, as well as story development, background design, scenic layout and special effects. Our 37 Unit program is designed to give students the skills and training to compete in this creative and high skill industry. Students will have an opportunity to work with industry leading software such as Adobe Photoshop, Adobe After Effects, and Autodesk Maya.
<b>Cohort Size</b>	65
<b>Hiring Timeframe</b>	3-6 months.

For more information, contact Curtis Stage at [stagecj@laccd.edu](mailto:stagecj@laccd.edu) or (818) 364-7771.



## Mt. San Antonio College

<b>Program Name(s)</b>	Animation and Gaming
<b>Website</b>	<a href="https://www.mtsac.edu/animation/programDescriptions.html">https://www.mtsac.edu/animation/programDescriptions.html</a>
<b>Competencies Focus</b>	<p>The mission of the Animation and Gaming program is to provide and accessible, affordable and quality program that services the needs and interests of the Animation and Gaming Students in order to prepare them for transfer to art schools, enter an animation career, or for personal professional growth.</p> <p>Students that complete our program will have learned the fundamentals of drawing, designing, animating, and game creation. These skill sets will be measured through the production of a portfolio or demo reel that will be created in an advanced capstone course.</p>
<b>Cohort Size</b>	50
<b>Hiring Timeframe</b>	The goal is for all students to complete the program and obtain employment in the animation or gaming industry upon completion with 12 months.

For more information, contact Hector Rivas at [hrivas@mtsac.edu](mailto:hrivas@mtsac.edu).



## Pasadena City College

<b>Program Name(s)</b>	Design Media Art - Animation and Motion Arts
<b>Website</b>	<a href="https://pasadena.edu/academics/degrees-and-certificates/certificates-of-achievement/digital-media-animation-and-motion-art.php">https://pasadena.edu/academics/degrees-and-certificates/certificates-of-achievement/digital-media-animation-and-motion-art.php</a>
<b>Competencies Focus</b>	<p>Animation and Motion Arts teaches entry-level animation skills for a variety of fields including entertainment, game design, the web, advertising, broadcasting, social media, and mobile apps. Using industry-standard 2D and 3D animation technologies, students develop professional skills for creative expression and visual storytelling. Students will develop a portfolio and participate in a shared incubator course with all Design/Media Arts students.</p> <p>Program Outcomes:</p> <ul style="list-style-type: none"><li>- Develop original animation media content using foundational creative process, principles of design, principles of animation and digital tools techniques.</li><li>- Identify essential industry competencies and explore applications and learning resources to identify practical approaches to problem-solving.</li><li>- Strategize and manage efficient design and production workflows.</li><li>- Demonstrate the ability to work in teams effectively.</li><li>- Communicate animation media content effectively through appropriate verbal, written and visual techniques.</li></ul>

For more information, contact Silvia Rigon at [sxrigon@pasadena.edu](mailto:sxrigon@pasadena.edu).



## Rio Hondo College

<b>Program Name(s)</b>	Associate of Arts Degree in Animation
<b>Website</b>	<a href="https://www.riohondo.edu/arts/front-page/programs-offered/animation/animation-degree/">https://www.riohondo.edu/arts/front-page/programs-offered/animation/animation-degree/</a>
<b>Competencies Focus</b>	Entertainment Art students work in a collaborative environment on project-based assignments that revolve around creativity and innovation. Students are taught the skills they will need in order to create amazing artwork using the latest digital tools. The curriculum centers on the current production techniques used in designing the visual components found in games, apps, feature films and the web. From the fundamentals of 2D visual development through the pipeline for creating a finished 3D piece, students are guided by industry professionals. Entertainment Art students finish their training with portfolios full of captivating digital environments, vehicles and props.
<b>Cohort Size</b>	40
<b>Hiring Timeframe</b>	We can refer students and alumni throughout the year; however, Fall is our biggest cohort and Spring is equally large. Summer is usually a smaller cohort.

For more information, contact David Dawson at [DDawson@riohondo.edu](mailto:DDawson@riohondo.edu).



## Santa Monica College

<b>Program Name(s)</b>	Associate in Science Degree - Animation
<b>Website</b>	<a href="https://www.smc.edu/academics/areas-of-interest/arts-media-and-entertainment/design-technology/animation.php">https://www.smc.edu/academics/areas-of-interest/arts-media-and-entertainment/design-technology/animation.php</a>
<b>Competencies Focus</b>	<p>The Associate degree in Animation program is a comprehensive study of the skills necessary to create 2D or 3D digital animation for the entertainment industry. The required coursework begins with the Animation Foundation Certificate of Achievement, combining a solid foundation in animation history and visual storytelling with hands-on experience in digital animation pre-production and production processes.</p> <p>After successfully completing the Animation Foundation, students pursue a concentration in 2D Animation, 3D Animation, 3D Production, or Visual Development. Each concentration reflects an area of industry specialization and is awarded as a second Certificate of Achievement. Students must complete the required coursework for the Animation Foundation and at least one concentration to be eligible for the Associate degree in Animation.</p> <p>Throughout the Associate degree in Animation program, students learn to develop professional skills, demonstrate those skills in effective entry-level portfolios, and work collaboratively on team-based projects. Students may also participate in internships with industry partners when available.</p>

For more information, contact Jeff Gordon at [gordon\\_jeff@smc.edu](mailto:gordon_jeff@smc.edu).