School to Industry: Preparing for Change

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ABSTRACT

Panelists from various industry sub-segments involved with computer graphics and interactive techniques discuss what students must do, and can do, to prepare themselves for opportunities in industry, including how pandemic-induced changes in the recruiting process have and have not affected school to industry transitions. Components of the recruiting process such as demo reels have been submitted remotely as part of the digitally-mediated hiring process before the advent of COVID-19. But other aspects of hiring and recruiting have changed. Also, there are alternative paths to industry that students can follow or map out for themselves with unique combinations leading to innovative careers.Individual representatives talk both generally, and specifically (as examples) about their own companies. What entry-level applicants should and could have and do (as well as should not have and not do) will be discussed. Also included are suggestions for educators to help prepare students for changing scenarios.Industry segments represented include animation, special/visual effects, and interactive/experience design. Discussion includes preparation, training, and attributes students need to enter the workforce.Panelists will describe changes in the transition from school to work due to the current global pandemic and speculate on what changes may become permanent or absorbed into new standard processes. Questions considered include how schools can help students transition to industry, and what students can do on their own to be pro-active in obtaining requisite credentials.

KEYWORDS

Education, Demo Reels, Entry-level Employment, Remote Recruiting

1 PANELISTS

Glenn Goldman (moderator) is an architect, planner, and educator. He is Director Emeritus and Professor of the School of Art + Design at the New Jersey Institute of Technology in Newark, NJ. He has received awards for teaching, research, and creative works and is a Fellow in the American Institute of Architects. Goldman earned his M. Arch. degree from Harvard following his receipt of the Bachelor of Arts degree from Columbia. His professional experience includes work for Skidmore, Owings and Merrill in Boston; Charles Herbert & Associates in Des Moines; Moshe Safdie Architects in Jerusalem; and Jung/Brannen Associates in Boston. He is author of Architectural Graphics: Traditional and Digital Communication (Prentice Hall, 1997), and is also the author or co-author of more than fifty papers published and/or presented at conferences and/or magazines and journals. A long-time member of the SIGGRAPH Education Committee, he was Education Liaison for SIGGRAPH 2013 and Courses Chair in 2015.

Greg Berridge is the Manager of Training, Artist Development, and Academic Outreach (iCAD) at Sony Pictures Imageworks overseeing the organization's education and training initiatives. Prior to assuming the role of manager, Berridge was a senior trainer at Imageworks responsible for the design, development, and delivery of technical training courses. He has served as senior digital trainer on: "The Meg," "Kingsmen: The Golden Circle," "Spiderman: Homecoming," "Suicide Squad," "Ghostbusters," "Alice Through the Looking Glass," and more. Berridge earned a BFA in photography and drawing from the Alberta College of Art and Design and is a Certified Autodesk Instructor and Evaluator.

Roula Lainas is a Producer for Talent and Brand at Zoic Studios and has been overseeing and guiding Recruitment Marketing efforts for the Vancouver location since 2012. She completed her studies at the British Columbia Institute of Technology in Broadcast Communications. After graduating she worked for two years in post-production at Technicolor. Subsequently, she spent 10 years as a VFX Producer for various studios where she produced hundreds of feature film and television projects as well as commercials and gaming cinematics. After experience in marketing and branding, she returned to VFX to work in recruitment and talent management at Zoic Studios.

James Tichenor is a designer manager in AR/VR at Facebook. Prior to his current employment, he worked as a designer at Microsoft on Hololens working on the core OS and input and interaction where he had the opportunity to design some of the core

Figure 1: The panel discusses the relationship between the academy and industry as it affects students' abilities to move from one to the other and the preparation and planning required to facilitate such movement, especially in light of pandemic-induced changes that impact everyone and how these changes may affect long-term opportunities and procedures.

building blocks and patterns of spatial computing. Prior to designing experiences in the digital realm, he started with the physical world. He received a Bachelor of Architecture degree from the New Jersey Institute of Technology and a Master of Science in Architecture from the Massachusetts Institute of Technology. He followed that with a Master of Interaction Design from the Interaction Design Institute Ivrea. He combined his understanding of the physical world and experience design as he founded the LAB at the Rockwell Group, an interaction design studio within an architecture office that included the design of interactive spaces for Google and the Cosmopolitan Hotel in Las Vegas as well as creating Spacebrew, the open source toolkit for choreographic interactive spaces.

ACKNOWLEDGMENTS