INDSTRY x smashcut

Scaling Video Curriculum to Support INDSTRY Partner Schools

A robust video curriculum is an essential component of the INDSTRY strategy. Thus far, Smashcut has produced 15 curriculum videos (password: roybal) across three of the nine pathway categories (Sound, Camera, & Lighting). These INDSTRY videos (in use at Roybal) have established an excellent foundation for each pathway, but it's just scratching the surface of what's genuinely needed to support successful educational outcomes at scale.

A significantly expanded video library is an essential resource for both brick-and-mortar and digital partner schools, given the instructors' subject matter limitations and the high volume of material students need to master. Going forward, the expanded INDSTRY Video Curriculum should be developed in close collaboration with IATSE to ensure the material aligns with the on-set skills IATSE requires from entry-level crew members. IATSE validation of the INDSTRY Video Curriculum will help streamline INDSTRY students' on-set participation via internships, apprenticeships, and their first on-set jobs.

We've identified the essential tasks, foundational equipment, and standard crew roles for all nine below-the-line departments (plus the foundational videos for the remaining six pathways). We envision a library of roughly 430 videos, with a complete library running time estimated at 24 hours. All proposed curriculum topics should be vetted and informed in close collaboration with IATSE.

Given our newly launched studio in Jersey City, NJ (built to support scaled video curriculum production for the NYU Masters program), we can now create content at scale while maintaining the highest level of quality. Smashcut's studio is also in close proximity to the INDSTRY school partners launching this Fall, affording further opportunities for collaboration.

New, Shorter, & Practical Video Formats

To properly prepare INDSTRY students for their first on-set jobs, the main focus of an expanded video library should offer a comprehensive and granular range of *practical* video content. These new, shorter-form formats aim to effectively train students on an extensive range of tasks, equipment, and crew roles within the nine below-the-line departments. These formats would be in addition to the core foundational formats we've produced thus far for Sound, Camera, and Lighting. The grid below illustrates the new formats (in **bold**) and the existing format we've produced thus far.

Format	Description/Goal	Example	Assets Already	New Assets to be

			Produced	Produced
New Format: Task Tutorial (2-3 min)	**A practical tutorial on a single, essential task required by an entry-level role.**	***Camera dept*: Lens Management: Understanding different types of lenses, their uses, and how to change lenses safely and efficiently**	**0**	**180 *(20 per department)***
New Format: Gear Overview (2-3 min)	**A brief overview that defines and outlines the usage of foundational gear needed on most film and television production sets**	***Lighting dept*: -What are Grids for Softboxes? -What are Clamps and Mounts?**	**0**	**180 *(20 per department)***
New Format: Crew Role (2-3 min)	**A brief overview that defines a specific crew position**	***Sound dept*: - -What is an ADR Mixer? - What is a Foley Artist?**	**0**	**40 overall**
Existing Format: Dynamic Explainer (10 min)	A two-part format: 1) a foundational overview of a Pathway covering history, aesthetics, and technical development and 2) An overview of the vital industry roles and skills required to support a Pathway	-The Power of Sound - Intro to Lighting	6	12
Existing Format: Enhanced Tutorial (10 min)	Demonstration and hands-on skill building, featuring guidance and participation from industry council members	-Lighting a Shot with Eddie Reid -Sound Mixing w/Peter Devlin	3	6
Existing Format: Role-based Industry Profile (10 min)	A documentary-style profile of a working industry professional featuring on-set access as they perform their job - providing job	-Domonique Ashford Profile: Sound -Tanisha Moreno Profile: Camera	3	6

	inspiration and career guidance.			
Existing Format: Assignment Video (2 min)	A format that previews the goals, guidelines, and examples required for a student to complete a related assignment.	Camera Assignment: Line of Sight Lighting Assignment: Controlling Light	3	6
		total	**15**	**430**

Getting Started

The INDSTRY initiative needs time to raise additional funds to support this effort. Still, there is a real need to provide additional video resources for the schools launching this Fall. We're eager to explore if there are existing funds to pilot an IATSE collaboration to produce a subset of the expanded library, starting with a subset of the 2-3 minute task-based tutorials mentioned above.

We recommend producing the top 8 entry-level tasks for the nine "below the line" departments. These tasks are designed to give students a solid foundational understanding and practical skills essential for starting in each area.

Camera Department

1. Loading and Unloading Camera Equipment: Handling cameras, lenses, and other gear with care.
2. Assembling Camera Rigs: Setting up cameras on tripods, dollies, or stabilizers.
3. Battery Management: Ensuring all camera batteries are charged and ready for use.
4. Memory Card Management: Formatting, swapping, and managing memory cards.
5. Lens Cleaning and Care: Properly cleaning and maintaining lenses.
6. Slate Operation: Marking scenes and takes with a clapperboard.
7. Cable Management: Handling and securing cables to ensure safety and organization on set.
8. Basic Camera Operation: Understanding fundamental camera settings like ISO, shutter speed, and aperture.

Lighting Department

1. Setting Up Lights: Assisting in the placement and rigging of lights according to the DP's or gaffer's plan.
2. Running Cables and Power: Managing electrical cables and ensuring all lights have power.
3. Adjusting Lights: Making minor adjustments to light position and settings under supervision.

4. Mounting Diffusion: Setting up diffusers to soften light sources.
5. Handling Gels: Applying color gels to lights for color correction or effects.
6. Using Flags and Cutters: Managing light spill and shaping light using flags.
7. Maintaining Equipment: Ensuring all lighting equipment is clean and functional.
8. Following Safety Protocols: Understanding electrical safety on set.

Sound Department

1. Mic Setup: Placing lavalier and boom mics correctly.
2. Cable Management: Ensuring audio cables are neatly run and secure.
3. Sound Levels Monitoring: Watching and adjusting levels during recording.
4. Equipment Maintenance: Checking and maintaining sound equipment.
5. Boom Operation: Handling the boom pole during takes.
6. Syncing Audio: Helping sync sound to picture in post-production.
7. Noise Control: Identifying and minimizing background noise on set.
8. Recording Ambience: Capturing ambient sounds for scenes.

Editing Department

1. Ingesting Footage: Importing and organizing media into editing software.
2. Basic Edits: Performing simple cuts and transitions.
3. Syncing Audio and Video: Aligning audio clips with video.
4. Logging Clips: Tagging and logging clip details for easy retrieval.
5. Creating Rough Cuts: Assembling basic sequences to outline the story.
6. Exporting Sequences: Rendering and exporting sequences for review.
7. Using Templates: Applying standard templates for titles and credits.
8. Backup Management: Managing data backups to prevent loss.

Visual Effects Department

1. Rotoscoping: Frame-by-frame masking of elements.
2. Cleanup: Removing unwanted artifacts or elements from footage.
3. Green Screen Keying: Extracting clean backgrounds from green screen shots.
4. Tracking: Applying motion tracking to footage for compositing.
5. Rendering: Managing render queues and checking outputs.
6. Asset Cataloging: Organizing and tagging VFX assets.
7. Basic Compositing: Combining multiple elements into a single image.
8. Simulations: Assisting with simple simulations (e.g., smoke, fire).

Animation Department

1. Character Rigging: Setting up basic rigs for animation.

2. Keyframe Animation: Creating simple animations using keyframes.

3. Rendering: Managing render settings and outputs for animations.

4. Asset Management: Organizing and preparing assets for animation.

5. Lip Sync: Matching character lip movements to audio.

6. Cleanup Animation: Refining animation to remove jitter or errors.

7. Backgrounds: Assisting in creating and setting up backgrounds.

8. Storyboarding: Helping to visualize scenes through storyboards.

Production Design Department

1. Prop Preparation: Assisting in selecting and preparing props for scenes.

2. Set Dressing: Helping to arrange sets according to the production designer's vision.

3. Sketching and Modeling: Creating basic sketches or models for set designs.

4. Material Sourcing: Gathering materials for set construction and decoration.

5. Set Construction Assistance: Helping build and dismantle sets.

6. Location Clean-Up: Ensuring locations are returned to their original state.

7. Inventory Management: Keeping track of props and set items.

8. Research: Conducting research for historical accuracy or design ideas.

Hair/Make-up Department

1. Makeup Application: Applying basic makeup for actors.

2. Hairstyling: Assisting with simple hair styling for cast members.

3. Makeup Continuity: Ensuring makeup continuity during shoots.

4. Hygiene Practices: Maintaining strict hygiene practices with tools.

5. Special Effects Makeup: Assisting with basic prosthetics and special effects.

6. Inventory Management: Keeping track of makeup supplies.

7. Touch-ups: Performing on-set touch-ups between takes.

8. Removing Makeup: Safely removing makeup post-shooting.

Costumes Department

1. Measuring and Fitting: Assisting with costume fittings and taking measurements.

2. Maintenance: Maintaining and repairing costumes as needed.

3. Laundry and Wardrobe Management: Managing the cleaning and organization of costumes.

4. Dressing Actors: Helping actors get dressed and managing quick changes.

5. Continuity: Monitoring costume continuity through scenes.

6. Material Sourcing: Sourcing fabrics and materials for costume construction.

7. Sewing and Alterations: Performing basic sewing and alterations.

8. Inventory Tracking: Keeping track of costumes and accessories.

These tasks provide a strong foundation for entry-level crew members and are essential for their development and contribution to the nine below-the-line film and television production departments.

Best
Daniel Blackman
CEO/Smashcut