



# Orange CTE: Digital Media & Filmmaking Advisory Board Meeting 1

October 10, 2022



# Committee Introductions

Mr. Jason Belton

- Principal of Orange High School



# Committee Introductions

## Faith Alcantara

- Executive Director of Innovation
- Community Engagement
- Titles/Grants and Special Projects





# Committee Introductions

Jamal Drakeford

- Supervisor of Career and Technical Education and Health/Physical Education: K-7



# Committee Introductions

Sherri Pullum

- Pullum Productions
- CEO and Founder
- Producer, Director, and Writer



# Committee Introductions

Richard Bell

- Owner and Founder of Cinema Ed
- FilmBoot24 Drew University
- Orange Youth Shine Bright Film Festival



# Committee Introductions

## Ish Brown

- Owner of Ish Productions LLC
- Producer/Director/Writer CLIQUE - the Series
- Executive Producer at SLAY TV

### ***GLAAD - Equity in Media & Entertainment Initiative***

- Featured in the Hollywood Reporter







Listen to this article



GLAAD has announced its inaugural cohort of 10 creatives for its newly launched Equity in Media and Entertainment Initiative.

Alexander King, Brandon Nicholas, Brit Fryer, Ish Brown, LaQuann Dawson, Michael Donte, Nyala Moon, Olivia Peace, Riley Wilson and Whitney Skauge will participate in the three-year program focused on developing and elevating the work and storytelling of Black LGBTQ+ creatives.

Created and led by DaShawn Usher, the director of GLAAD's Communities of Color and Media department, along with associate director Julian J. Walker and junior associate Kayla Thompson, the initiative — which is also supported by Gilead Sciences — is designed as a pipeline program to help address, and begin to resolve, the existing gap in equitable representation onscreen and behind the scenes in Hollywood.



ISH PRODUCTIONS X PL ENTERTAINMENT  
AN ORIGINAL BIPOC LGBTQ+ SCRIPTED SERIES  
CREATED & WRITTEN BY ISH BROWN

# ELIQUITE



# Committee Introductions

Amaris Mitchell

- Producer/Writer/Director
- Mentor, Community Reporter
- Community Engagement Administrator

Newark, NJ



# Committee Introductions

Todd Kelshaw, Ph. D.

- Associate Director
- School of Communication and Media
- Montclair University



**MONTCLAIR STATE**  

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**UNIVERSITY**



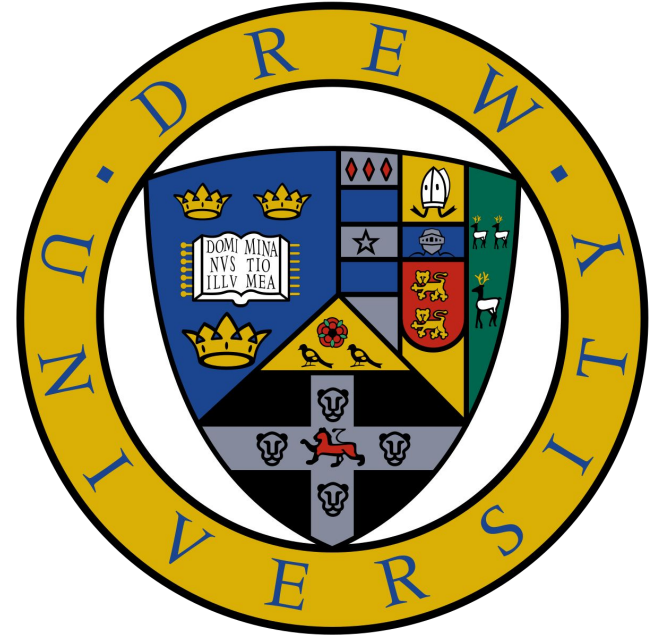


# Committee Introductions

Jeremy Blatter, Ph. D.

- Professor at Drew University
- Media & Communications | History and Culture
- FilmBoot 24
- Drew University Film Documentary Workshop

FilmBoot24



# Committee Introductions

## Scott Glazer

- NJ Based Professional **Sound Engineer**
- Over 10 years of experience working the T.V. and Film Industry
- **Alumni of Montclair University**



# Committee Introductions

Kurt Buecheler

General Manager - Didja T.V.

- LocalBTV, free streaming app for local organizations, colleges, and schools in NY/NJ.
- Didja T.V. showcase student films, recitals, theater, news shows, arts, sports, aiming to provide free TV programming to all communities.



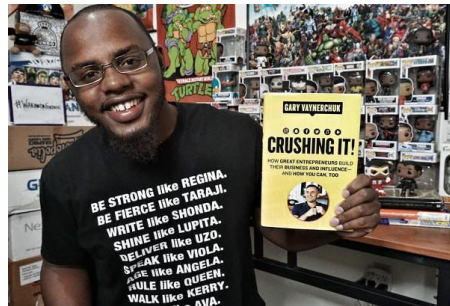
# Committee Introductions

## Alex Nemo Hanse

- CEO and Creative Director of **Foolies Limited Clothing**
- “Be Inspired” tee featured during **Essence’s Black Women**

**In Hollywood Event** hosted by **OWN Network** which also caught the eye of **Shonda Rhimes** and **Ava Duvernay** (2016)

- In 2018, Alex was featured in the book **#CrushingIt**, written by **Entrepreneur** and **New York Times** best-selling author **Gary Vaynerchuk**





# Committee Introductions

Ms. Bellva May

- OHS Guidance Counselor



# Committee Introductions

Ms. Maria Vera - Diaz

- O.H.S. Guidance Counselor



# Committee Introductions

Ms. Betty Holzberg

- Child Study Team Specialist



# Committee Introductions

Eileen Ninnivaggi

- OHS Structured Learning  
Experience Coordinator





# Committee Introductions

## Jazmine Harris

- OHS Alumni
- Filmmaking Program Completer
- **Assistant Director** *CLIQUE - Series, produced, Directed, and written by Ish Brown*  
*(Ish Productions LLC)*
- **Production Assistant** for the T.V. Pilot “Uptown,”  
*Produced by Goodie Productions and PL Entertainment LLC*



# Committee Introductions

## Jennah Pinckney

- OHS Alumni
- Filmmaking Completer
- Student at Seton Hall University
- **Production Assistant / A.D.** for horror feature

SOULMATE, directed and written by Andrew

Froening and Jay Palmieri, produced by

PL Entertainment LLC, and FroVideo.

- **Assistant Director** - *CLIQUE* - Series



# Committee Introductions

## Jeffrey Sterling

- OHS Alumni
- SKILLS USA Participant
- Digital Film Club Participant
- Background Actor for

*CLIQUE Series*



# Committee Introductions

A'Rina Black

- Filmmaking Program Completer
- 2021-2022
- Intern for Pullum Productions LLC



# Committee Introductions

## Corey Yorke

- Filmmaking Program Completer
- 2021-2022
- Student Intern for Film Camp





# Committee Introductions

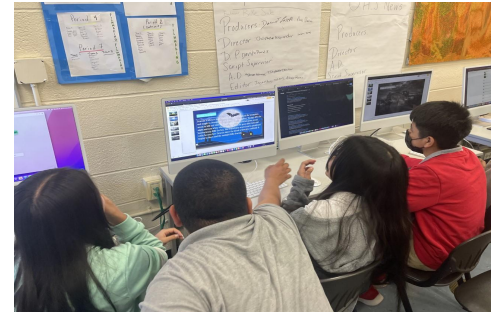
## Ja'Dayne Gayle

- Filmmaking Program Completer
- 2021-2022
- President of the Digital Film Club



# Intro to Digital Media

This course is designed to educate students on the ever changing digital world of visual effects. Students will learn about the fundamentals of storytelling, camera movements, storyboarding, visual effects using blue/green screen backdrop in our T.V. Studio. Students will be shooting T.V. commercials, Advertisements, Public Service Announcements, Interviews, and more.



# Digital Media

Digital Media students, will gain hands on experience learning about various fields 2D/3D Animation, Stop Motion Animation and Voice Over.

Students in this program will also produce their own Stop Motion animated short film, followed by a 3D Animated Short Film, using Character Animator.

Digital Media students will also create online portfolios, which coincide with Career Readiness within the CTE program at Orange High School.

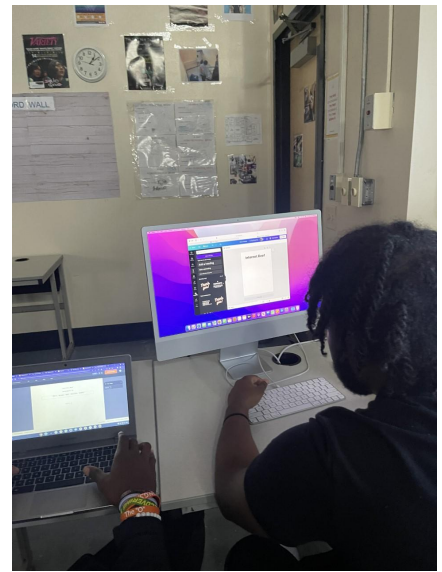
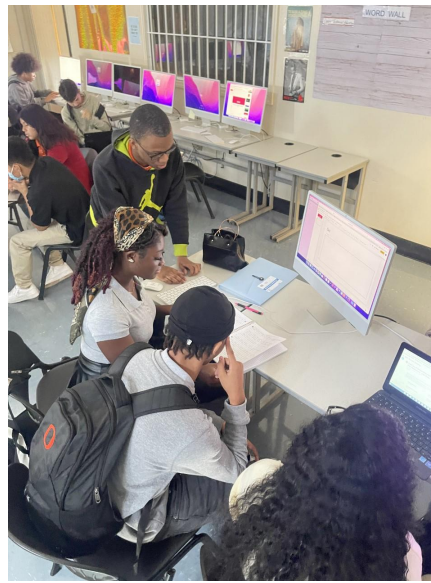




# Filmmaking

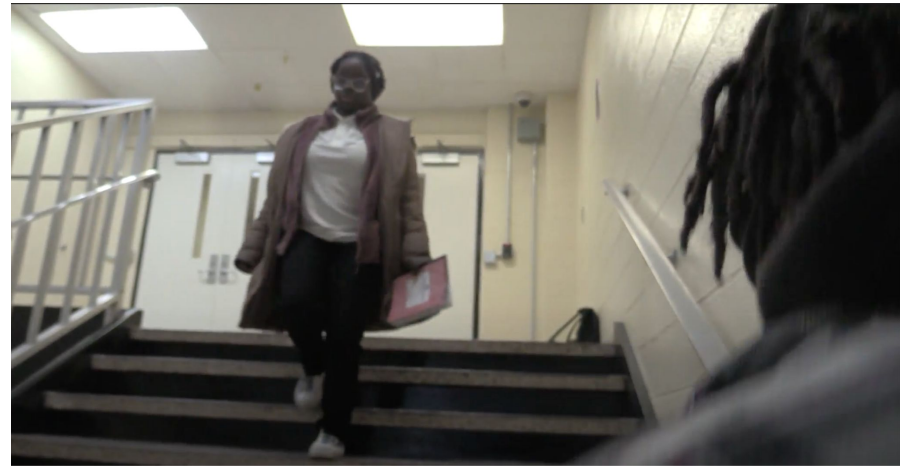
Students in this program will develop a broad knowledge of the history of film, T.V. and New Media. The course also includes the development of critical thinking necessary to create compelling stories, through advanced script writing, story structure, and character development.

They will also master various roles of production as a Producer, Director, Gaffer, A.D., Production Assistant, Editor, Director of Photography and Boom Operator.



# Program by the Numbers

- 2021-22 Program Numbers
  - 92 Students
  - 56 Male and 36 Female
  - Completers: 19
  -
- 2022-23 Program Numbers
  - 111 Students
  - 67 Males, 44 Female
  - Completers: 45





# Student Highlights

- **Garden State Film Festival 2022:**

- “The Quiet Killer,” short film Jenna Pinckney

“LGBTQ Black History Doc Series, featuring Chris Cannella Essex Education Association V.P.”

- **FilmBoot24 2022:**

- “Not Welcome Here,” Team 1: Abigail Zealey Bess, Celine Jobson - Mentors; Samara Fishkin, Tairi Johnson, Elainna Hodge, Ederson Jean, Lutherking Saint Jean, Sukanya Salmon, Daisy Paucar

**Digital Film Club:** 2nd Year. We have 25 students signed up for the program. Students Ja'Dayne Gayle and Josiah are the President and Vice President of the program.

- **Work Based Learning Opportunities:**

- Josiah was hired as a Wardrobe Assistant for the upcoming series CLIQUE. Production starts November 13th.
- Jenna Pinckey and Jeffrey Sterling were hired as a Production Assistant for the upcoming feature film “SOULMATE,” directed by Andrew Froening and Jay Palmieri. John Julien was also hired as Production Assistant in 2021, for a short film “The Receptie.”



# Student Highlights

- Orange Shine Bright Film Festival 2021

***Love is a Tragedy***, a film by John Julien and McWoodly Profit

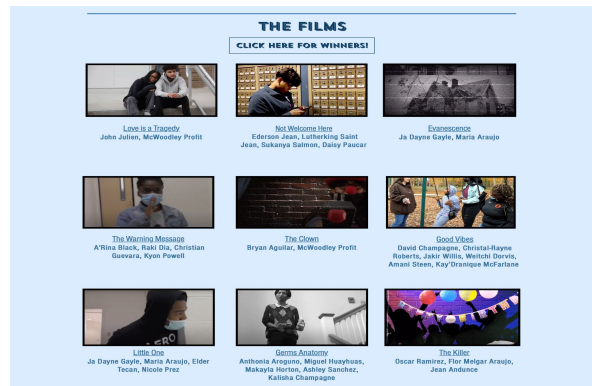
***The Warning Message***, a film by A'Rina Black

***Little One***, a film by Ja'Dayne Gayle, and Maria Araujo

***Evanescence***, a film by Ja'Dayne and Maria Araujo

***The Clown***, a film by Bryan Aguilar

***Party Killer***, a film by Tyhia Peters



# Student Highlights:

- **Digital Film Club - 2022**

Club President Ja'Dayne Gayle

Vice President Josiah Cornet

- **SKILLS USA - 2022**

McWoodly Profit and John Julien

- **Film Camp - 2022**

Kensia Blair, and Corey Yorke  
were hired as Student Interns





# Internships & Job Placement in the Film Industry

**Jazmine Harris** and **Jennah Pinckney**

were hired as Assistant Directors for

**“The Clique Series,”** premiering on **SLAY.TV**

produced, directed, and written by Ish Brown,

who was recently featured in the Hollywood Reporter

**GLAAD - Equity in Media and Entertainment Initiative**



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# Internships & Job Placement in the Film Industry

## Horror Feature Film “Soulmate” (Hamilton, NJ)

- Written and directed by Jay Palmieri
- Produced by Andrew Froening and Danielle Earle PL Entertainment LLC

## Clique - Series (New York, NY)

- Written, Directed, Produced by Ish Brown
- Students Jennah Pinckney, Katrina Davis and Jeffrey Sterling were hired as Production Assistants and Background Actors - Summer 2021

## The Recipe - Short Film (New York, NY)

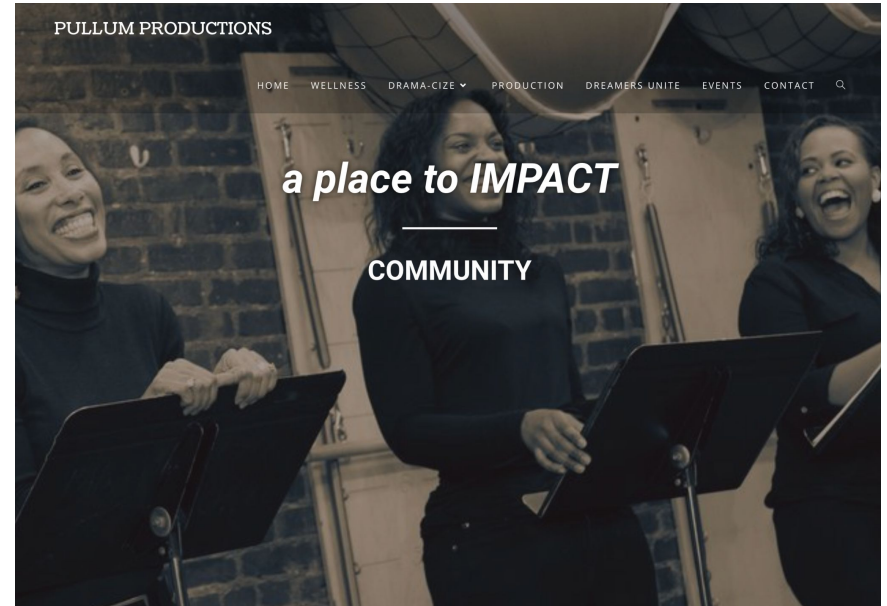
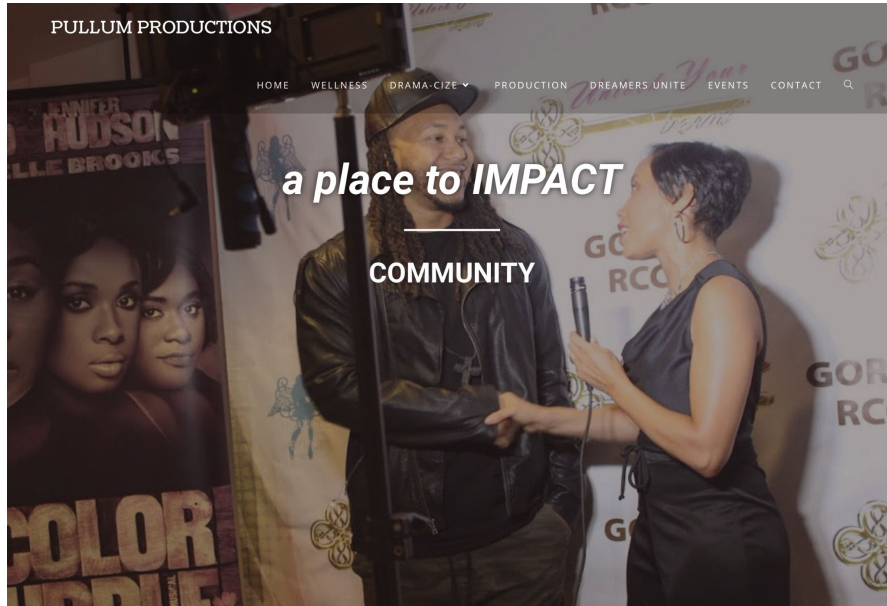
- John Julien was hired as a Production Assistant





# Internship with Pullum Productions

- A'Rina Black was hired as an Intern for Pullum Productions



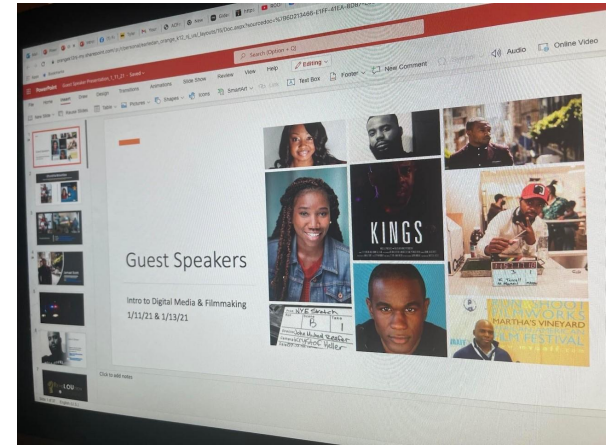
# Industry Standard Equipment and Programs

- **Equipment:** Canon camcorders, Canon T3i's, T.V Studio, Softboxes, Arri Lights, tripods, shock gun mics, boom poles
- **Software:** Adobe Premiere, Adobe Photoshop, Final Cut Pro, Adobe Character Animator, Adobe After Effects, Celtx Program
- Google Classroom
- **Certifications:** Fairleigh Dickinson University - College Credit Program for students in the Digital Media and Filmmaking program



# Structured Learning Experiences

- Guest Speakers:
- Madeline Johnson Film Producer
- Tamala Boldwin Producer/Director/Writer
- Guest Speaker - Gideon Moncrieffe
- Guest Speaker - Tracy Bryrd - Producer/Director
- Guest Speaker - Amanda Jones, Emmy Nominated Composer BET “Twenties - The Series,” Produced by Lena Waithe
- Christina Raia - Seed & Spark
- Skills: Pre-Production, Production, Post-Production, Editing Techniques, Job roles and responsibilities in the film industry, safety procedures, scriptwriting terms, Visual Effects, Color Correction, Group work, and Engagement.







# Community Engagement:

Orange Police Department Commercial

Male Empowerment Day Event

OHS Culinary Competition

OHS Homecoming Game

OHS Morning Announcements

OHS Sports

LGBTQ Black History Doc Series





# Community Engagement:

- Professor Jeremy Blatter at Drew University
- Media & Communications I
- History and Culture
- FilmBoot 24
- Drew University Film Documentary Workshop



The background of the slide is a photograph of a professional film set. It shows various pieces of equipment, including cameras on tripods, lighting rigs, and cables. The scene is dimly lit, with some equipment lights visible. The overall tone is technical and creative.

# Digital Media - In-depth Overview of The Program

- Digital Media :Focus and objectives:

Students will analyze and research job roles and responsibilities in the film industry.

Students will demonstrate and research camera movements used for cinematography and storytelling. They will also be able to master editing techniques, color correction, and VFX in Adobe Premiere.

The background image shows a film set. At the top, there are various pieces of equipment, including what looks like a camera on a rig and some lighting fixtures. In the middle, there's a green screen. At the bottom, the legs and feet of a person wearing white sneakers are visible. The overall scene is a behind-the-scenes look at a film production environment.

# Filmmaking: In-depth Overview of The Program

Students will analyze 3 Arc Structure used for plot development and storytelling.

Students will research and analyze proper scriptwriting terms, using the Celtx program. They will develop 2-3 page screenplay, create a shot list, script outline, call sheet, and shooting schedule as a team.

# Previous Meeting Notes:

- Goals (2022 - 2023 School Year)
- Expectations (2022 - 2023 School Year)
- Internships
- Equipment Improvement
- Field Trips
- Recruitment for FDU (2022-2023)



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## Digital Media Overview:

- Students studied proper editing techniques used for color correction, formatting for video, VFX using Green Screen, and graphics.
- News Report, T.V. Commercial, PSA Horror Film Trailer using visual effects, text elements.
- Students are paired up in teams of 4-5 students. Each student has the opportunity to be a Producer, Director, A.D, D.P, Actor and Editor.



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## Filmmaking Overview:

Students wrote, 2- 3 page screenplay for “The First Day of School,” using Celtx, which is a scriptwriting software used in the Film Industry.

Projects: First Day of School, Horror Short. 2 - 3 page script, which includes the following used in film production: shot list, call sheet, shooting schedule.

Each week students film the short film during class and edit using Adobe Premiere.

Next week will be starting a new Unit - Podcasting.

# Committee Input:

- **Questions for the Committee:**

- How has the film industry changed in terms of Internships post Covid?
- What are some great resources that students can use to obtain an internship post covid?
- What are some work based learning opportunities in NJ or NY?
- Universities to contact to provide dual enrollment opportunities: Montclair University, Rutgers, and NJCU.