

Q & A

When may I submit my portfolio and application for admission? Check the Academy website at <http://academy.smc.edu> or call 310-434-3700 for registration dates.

How long will it take to complete the program? Approximately two years.

Does this program lead to a degree? The program is designed to provide students with the skills needed for immediate employment. If you wish to complete an AA Degree or to transfer, you must satisfy additional General Education requirements as described in the SMC catalog.

What are the fees for the program? The Academy program operates within the California Community College system. Enrollment fees for Academy classes are the same as for all other classes at Santa Monica College:

California residents pay \$11 per unit, plus nominal student activity fees and materials fees. Non-resident tuition ranges from \$130 - 150 per unit. If you need financial aid to continue your education, stop by the Financial Aid Office on the main campus to apply for state or federal grants, a student loan, or work/study funds.

Are there day and evening classes? Day and evening classes are available.

What kind of computer system does the Academy use? Student computers are NT Platform and MAC.

Can I come to the Academy for a tour? Academy offices are open from 8 am to 8 pm Monday through Thursday and 8 am to 5 pm on Friday. You are welcome to drop by during these hours to ask questions and take a self-guided tour.



Maya ©Tony Quach



Character Animation ©Don Richards

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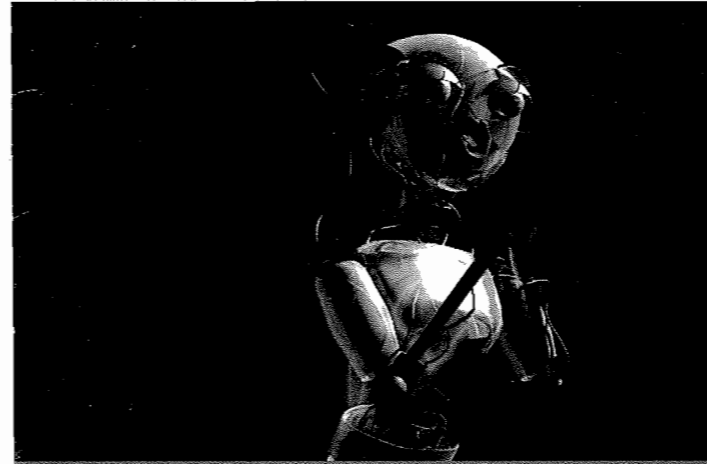
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Santa Monica College of Academy & Technology

1660 Stewart Street, Santa Monica, CA 90404
Call (310) 434-3700 for information & application
Or visit our website at <http://academy.smc.edu>

Santa Monica College
1900 Pico Blvd., Santa Monica, CA 90405 (310) 434-4000

of Academy & Technology



Maya ©Boni Florian

"State-of-the-Art" Training

Our mission is to teach students to be flexible professionals who can adapt to a variety of projects and roles in a rapidly changing field.

The Academy of Entertainment and Technology at Santa Monica College trains students in computer and traditional animation and interactive media. We offer hands-on training with state-of-the-art technology.

The curriculum, reviewed annually, is designed to meet industry needs and to reflect current industry trends.

The Academy's Advisory Board members currently represent motion picture and television studios, visual effects houses, multimedia, and music companies.

The Academy's campus is located in the heart of the Westside entertainment district. Our faculty are experienced industry professionals who bring first hand knowledge of industry practices to the classroom. An open computer

lab is available for students to work on computer projects outside of class.

Many of the Academy industry partners offer internships to qualified students.

"This program is giving me the focus that I need to reach my career goal in the world of entertainment."

— DANIEL A. LAURIE,
AET STUDENT



COVER ART: Maya ©Anna Silvey

"We are proud to be associated with Santa Monica College and the Academy of Entertainment. The school is a wonderful opportunity for highly motivated individuals to learn about rapidly changing disciplines at the dawning of the age of digital entertainment."
 — BOB HOFFMAN, DIRECTOR OF PUBLIC RELATIONS, DIGITAL DOMAIN

The Academy's 3-1/2 acre campus in Santa Monica offers day and evening as well as online classes.



The Academy trains students in traditional and digital skills.



Frequent industry guest lecturers offer career guidance and insights.



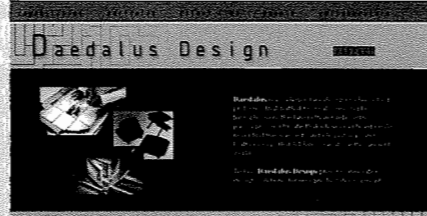
More than 125 companies have offered internships to qualified students.

PHOTOS At left: Academy instructors Phil Van Allen and James Keeshen; Oliver Stone, Oscar award winning writer, producer, and director; James L. Brooks, Oscar and Emmy award winning writer, producer, and director; Academy Career Fair participants

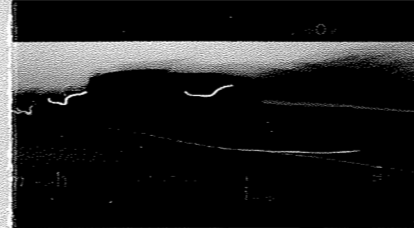
Character Design ©Ian Marsden & Annie Wong



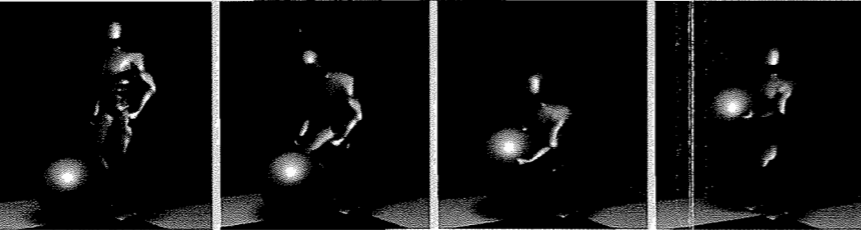
Web Design ©Rachel Benoff



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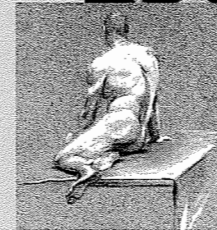
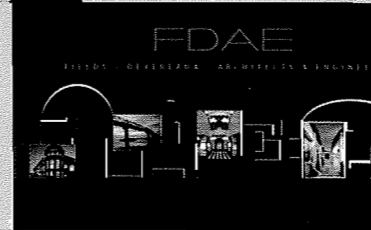


Figure Drawing ©Antonella Pozzo-Ardizzi



Web Design ©Sharon Vidal

Animation

The Animation program is comprehensive and rigorous, encompassing 2D and 3D animation. The goal of the animation program is to offer students a balance of traditional and digital technical training using multiple software programs. The program emphasizes storytelling, story design (storyboards, character development), principles of traditional animation, technical skills (computer animation, 3D modeling, lighting, editing), and business practices.

Driven by entertainment industry requirements, students develop a portfolio demonstrating artistic and technical skills, learn to work in teams, and may participate in internships with our industry partners

Interactive Media

The Interactive Media track is a comprehensive program in the design and implementation of web sites, CD-ROM/DVDs, interactive television, and other interactive media. The program emphasizes high quality design

driven by real world business, entertainment, and technical requirements. Students develop a portfolio of interactive projects, work in teams, and may participate in internships with industry partners.

The Interactive Media program consists of two certificates. Level I (beginning) is open enrollment and Level II (advanced) requires a portfolio.



Figure Drawing ©Antonella Pozzo-Ardizzi

Special Industry Topics

- Storytelling
- Character Development
- Production Management
- Industry Portfolio Development
- e-Business
- Web Scripting
- Motion Graphics
- Audio & Video Editing
- Entertainment Industry Practices

FEATURED SOFTWARE

- MAYA
- 3D Studio Max
- Dreamweaver
 - Flash
- Photoshop
 - Pro Tools
- Final Cut Pro
- After Effects

Other Programs

Located at the Academy are these other Design Technology department programs:

- Architecture
- Interior Architectural Design
- Graphic Design

These programs offer a diverse mix of design studio classes and computer application classes. The objective of these programs is to provide training for employment in the field while also preparing

students for the AA Degree and for upper division transfer to four-year schools.

DISTANCE EDUCATION

<http://smconline.org> The SMC Virtual Campus offers online classes for certificates, skill building and transfer. The Distance Education web site, SMCGNLINE.org, provides a listing of course offerings, technology requirements, admission and registration procedures, student services, and a free demo course.

LAUNCHPAD MIDDLE COLLEGE

(310) 434-3762

Launchpad offers an intensive Middle College program for high school students. The program provides the opportunity for students to develop portfolios and gives them a head start on gaining acceptance into the Academy of Entertainment & Technology.