

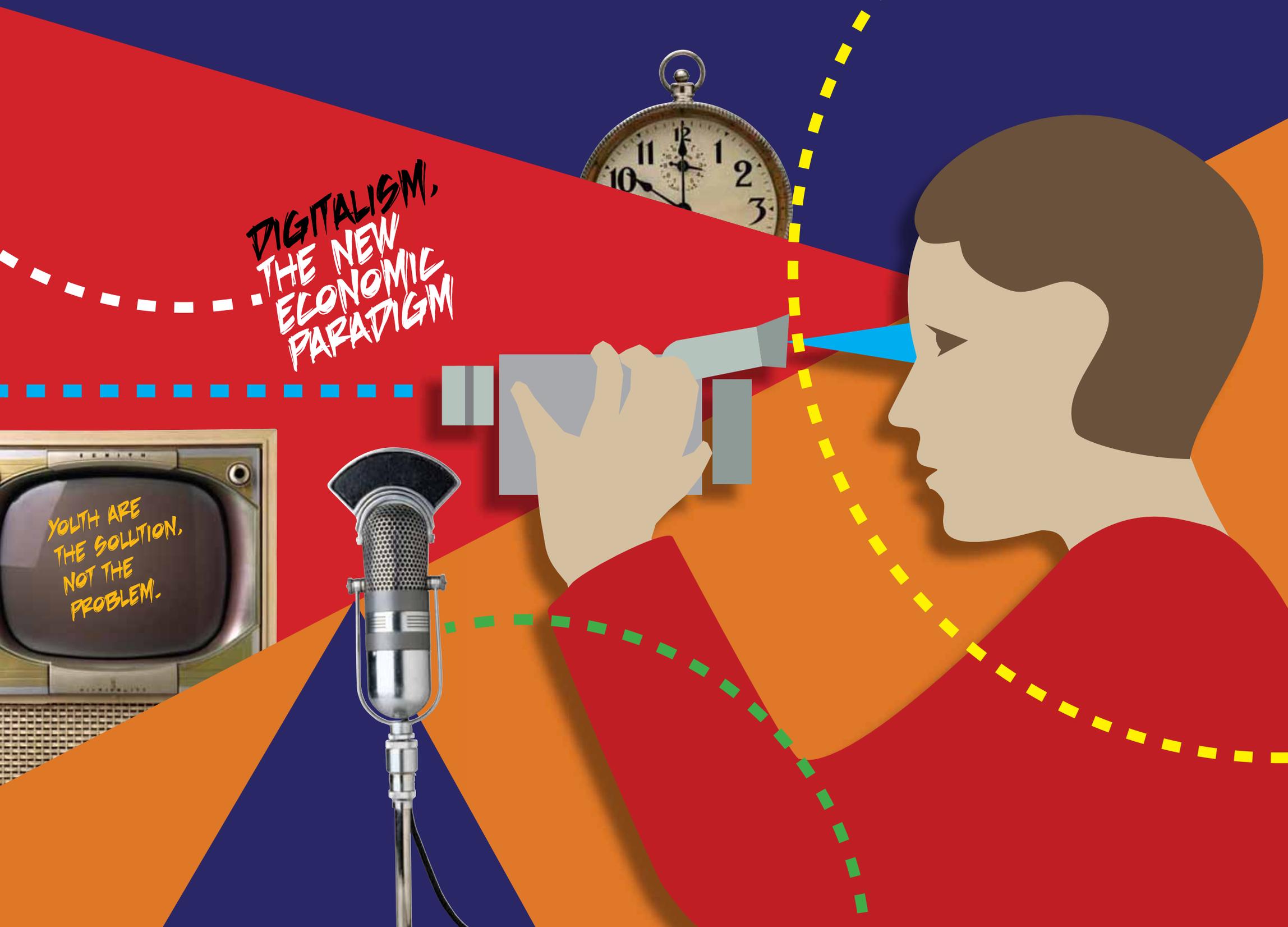
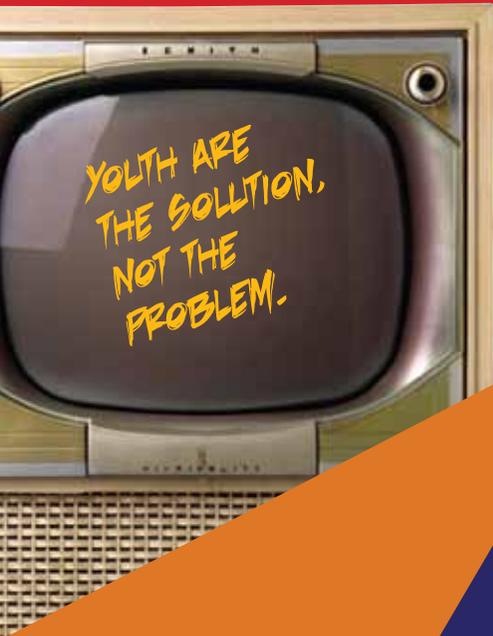
California
ARTS

DIGITAL **ARTS**
STUDIO
PARTNERSHIP

We are at a crossroad.
A place in space and
time that requires new
thinking, new vision
and a new direction
in the digital world.

- Skilled Workers
- Engaged Citizens
- Lifelong Learners

**DIGITALISM,
THE NEW
ECONOMIC
PARADIGM**



California CREATIVES

Digital Arts Studio Partnership



NEW WORLD

DIGITAL
MEDIA
ARTS

CREATIVE EXPRESSION
SELF REALIZATION
TRANSFORMATION
INSPIRATION

INTRO: THREAT □ MAGIC □ OR 21ST CENTURY NORM?

DASP IGNITES
THE DIGITAL
REVOLUTION

NEW MODELS - DASP
FORGES NEW STRUCTURES
AND ADVANCES SCHOOL
MODERNIZATION

We already are well into the digital age, although many non-natives still think of it as some alien future world that is yet to materialize. For our youth, digital communication is the coin of the realm. They use every device, every means to be connected to their friends, their community and the world at any and all opportunities. If they had three hands, each one would hold a mobile device.

For most youth in America however, using a cellphone in school or collaborating on a class project through Facebook or gathering information from Google is not only seen by the school as cheating, the device and technology themselves are often banned. This has to change if we intend to provide our youth the opportunity to compete, contribute and thrive in the global marketplace and the digital world.

Digital Economy Digitalism, the new economic paradigm
World-wide Instantaneous Connectivity Flat world
Age of Collaboration the Digital Village and New Studio Structures
Learning through Social Networks youth use Twitter, Facebook and YouTube

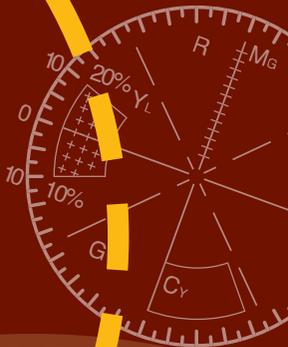
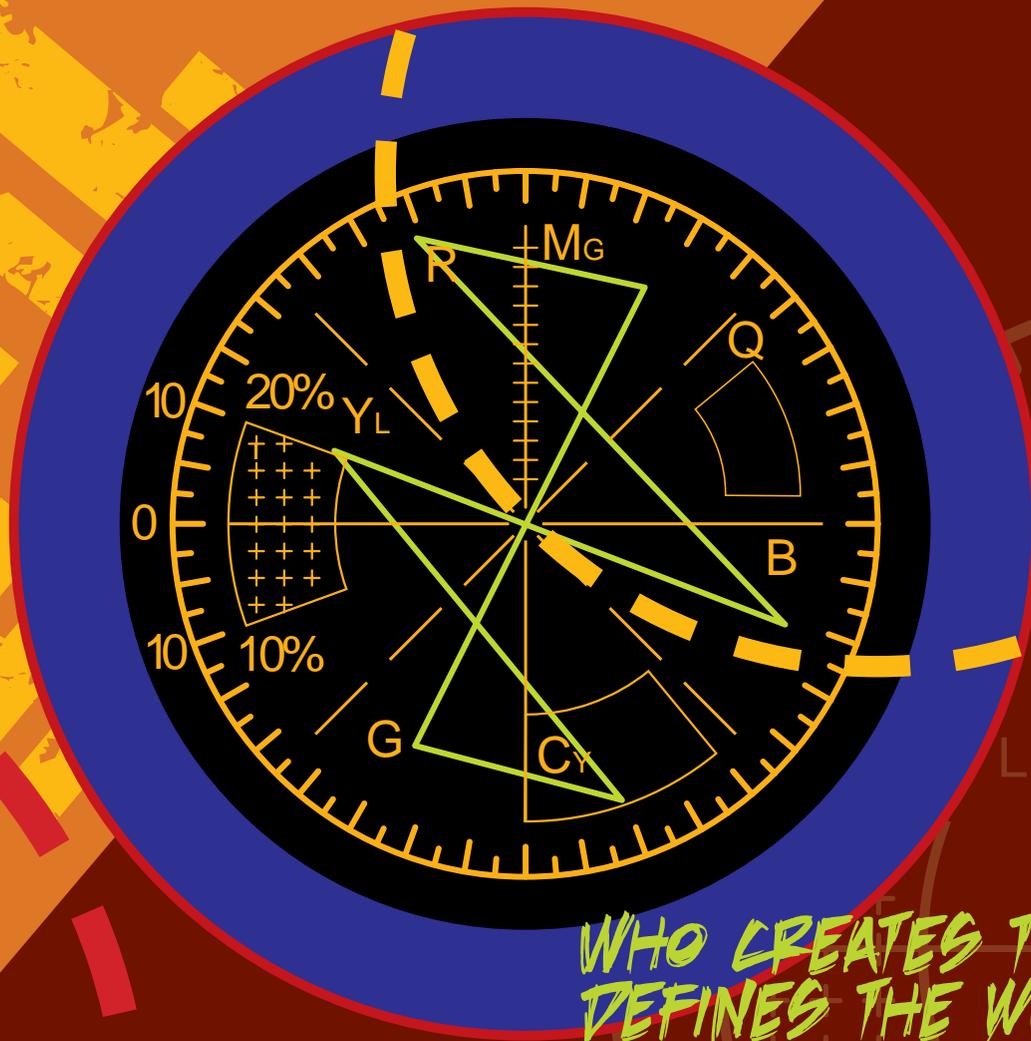
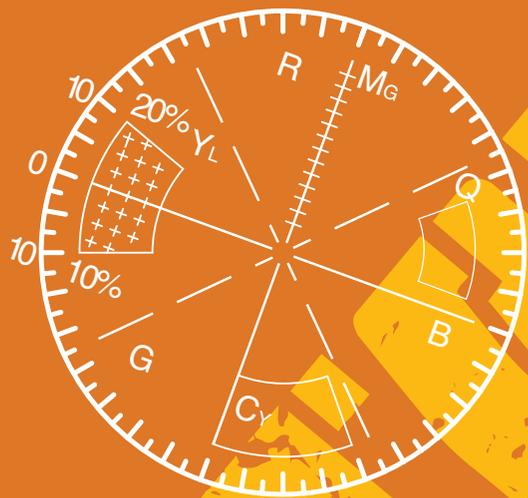
When youth pick up a camera, a life-long romance with digital media arts is born magic happens. They become engaged in the process of making images and creative expression in an intimate and invigorating way. And, nothing will ever be exactly the same. If this image-engagement is linked to schools, then learning is transformed from boring and irrelevant to revelatory and joyful. Youth begin to see themselves as creators, not consumers; they are active participants not passive receivers;

and they quickly lay claim to a stake in their society, indeed, in their world.

Every product, every story, every transaction in this century will be either designed, communicated or marketed through digital media. Yet, there is no organized school-to-work transition in America, there is little if any attempt to use the schools as a community asset, studios, in which stories and images can be created and broadcasted, there is no professional teacher organization, no agreed upon curriculum, no forum for sharing or developing information and knowledge. Courses if they exist at all, are not required, often taught after school and led by uncredentialed teachers who are under-trained, under-resourced and, paradoxically, over assigned.

SKILLED WORKERS
ENGAGED CITIZENS
LIFELONG LEARNERS

New Models DASP forges new structures, public private partnerships and advances school modernization,
Multiple pathways combine career and academic pathways
Image Engagement active producers, not drop-outs
Youth Media Showcases education, career futures and public visibility
Model Course of Study with curriculum/teacher training
Civic Engagement Projects youth in service to the community
New Industry Clusters from bio-medical to law, architecture to entertainment
Workforce Studies skilled workers in digital communications industries
New Investments global competitive workforce



WHO CREATES THE IMAGES,
DEFINES THE WORLD.
THAT IS WHY WE ARE HERE ...

California CREATIVES UNBELIEVABLE!

ASTOUNDING REALITIES

OUR K-12 SCHOOL SYSTEM DOES NOT REQUIRE OR TEST ANY DIGITAL MEDIA ARTS PROFICIENCY OR LITERACY FOR GRADUATION.

Digital Arts Studio Partnership

MOST PEOPLE DON'T KNOW THAT

- \$950 billion was spent on products and services provided by just the U.S. media and entertainment companies in 2006. This sector will grow by 38 % over five years to \$1.3 trillion, a 6.6% nominal compound annual growth rate
- The worldwide Internet has 1.7 billion users today that grew by 342.2% from 2000 through 2008.
- Facebook is gaining 450,000 users every day. If the pace continues the whole year, the company will surpass 300 million users by 2010, 14.8 million online views in January 2009, 22% of the total Internet audience
- YouTube video streams 1.2 billion videos /day

- Google gets 31 billion queries every month in 2009 compared to 2.7 billion in 2006
- Wikipedia has 160 million users daily
- Social networking only began in February 2008
- 35% of the gross revenues of California is based in the new digital technology
- California Employment Development Department reports that today's state economy has a minimum gap of 40,000 unfilled jobs in the arts and digital media due to our under-prepared workforce

AND DESPITE THIS RIGHT NOW

- Our K-12 school system does not require or test any digital media arts proficiency or literacy for graduation
- School administrators and policy leaders are mostly digital illiterate - ignoring, dismissing, limiting, cutting

- these essential learning and skill sets
- No standard curriculum nor CA teaching credential exists in this field
- Computer access and use is sharply compartmentalized, mobile technologies and social networking tools are blocked from the classroom
- Students engaged in digital media don't drop out
- There is no mechanism or incentive for industry to tell, or work with, the California education system about meeting present and emerging workforce needs or upgrading teaching content as technology use explodes
- Nine out of every 10 home industry dollars invested in media workforce projects and products are invested in foreign countries,
- There is no state or U.S. Department of Labor information being collected related to any of these unbelievable realities, and

- No leading voices exist in national or state government calling for historic action to preserve and propel the future of our children into knowledge age leadership and imperative economic transformation

WHY?

To challenge this astounding reality, the Digital Arts Studio Partnership has:

- provided live world-wide Webcast of 8 entire media festival events to thousands over just the last 4 years
- partnered with more than 100 schools, five community college districts and 300 teachers in 5 regions statewide.

- worked with the California legislature to pass the Digital Arts Studio Partnership and Workforce Development Act in 2004, 2007 and 2008.
- partnered with the Office of the Governor in 2009, to produce California's first ever, statewide Digital Arts resource inventory.



YOUTH AND ROCKSTARS WORLD

Fig 1

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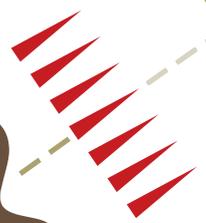


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California CREATIVES

OUR FUTURE IS NOW

WE KNOW THAT IMAGES, ALL INFORMATION AND COMMUNICATIONS WILL UNIVERSALLY EXIST IN DIGITAL ELECTRONIC FORM, THROUGH THE INTERNET - AVAILABLE INSTANTLY, 24/7, TO ANYWHERE, AT MINIMUM OR NO COST!

Digital Arts Studio Partnership



POLICY

REGIONAL AND STATE ORGANIZATION

MODEL PROJECTS AND TRAINING

GUBERNATORIAL PARTNERSHIP

MEDIA FESTIVALS

RESOURCING

LEGISLATIVE COLLABORATION

CURRICULUM

STRATEGIC PLANNING

RESEARCH

- **Our children interconnect** with ever smaller and more powerful mobile technologies to share their lives, games, learn, locate their interests, find new friends anywhere in the world.
- **All money, marketing, and mail** will be virtual through the Internet!
- **Digitalism** is rapidly replacing Capitalism!
- **"Image Engagement"** will magnetize humanity!
- **Every essential product** and human space is in design flux.

THE EVIDENCE IS EVERYWHERE

- **Social Networking is Linking Billions**
 - Twitter
 - YouTube
 - Face Book
 - My Space
 - Ning
 - Linked in

- **Growth and Learning Change**
 - Multiple pathways
 - After school 24/7
 - Project-based learning
 - Home mentoring
 - Small learning environs
- **Simultaneous**
 - Distance learning
 - Webinars and Wikipedia
 - Gaming
 - Online and Interactive
 - Social Networking
- **Economic Development**
 - Digitalism and e-Commerce (PayPal)
 - Flat World economy and supply chaining
 - Greening & alternative energies
 - Open Source
- **Technology & Tools**
 - 3D Holography and virtual space
 - Robotics
 - Nano technology
 - Alternative energies
 - Mobile wireless devices
- **Cultural Community**
 - Media arts
 - Viral communications

- Gaming
- Universal digital language
- **New Politics**
 - Digital interconnectivity
 - Global advocacy and witnessing
 - Political power from digital mobile technologies
 - e-Campaign Financing
 - New idealism and participatory democracy
- **Jobs & Careers**
 - Massive Internet based entrepreneurialism
 - Visual and Audio industry explosion
 - Cross Working
- **Civic Engagement Innovation**
 - Global SOS (Health, global disasters alerts)
 - Cause marketing and management
 - Instant Opinion and consensus decision-making

Recognizing and accommodating "digitalism" is urgent for California and America! Traditional education, governance, commerce and social identities must live into this future.

Unimagined new forces of productivity and empowerment are occurring.

DASP : A 21ST CENTURY STRUCTURE WITH EXPERIENCED LEADERSHIP SHAPES, EXPEDITES AND MAXIMIZES THIS TRANSFORMATION-UNPRECEDENTED IN CALIFORNIA.



REELS ROCK AND ROLLS
Tower of Youth

California CREATIVES

Digital Arts Studio Partnership

Our model youth digital media arts and mentor organization began in 1996 as the Tower of Youth (501c3) in the Sacramento/Sierra 6-county area to empower, organize and influence regional youth, schools, industry, professionals, nonprofits, and from there, the state and nation.

STEP 1 DIGITAL YOUTH MOVIE FESTIVALS

The first spring Annual Teen Digital Reel Showcase & Awards followed by the fall Annual North American All Youth Film & Education Day festival events began in 1997.

- **Strategic magnets** in major public venues to ...

- **Exhibit and connect** youth self revelation,

- **Feature top industry wizards,**
- **Assemble CA college and media school representatives and**

DIGITAL ARTS STUDIO PARTNERSHIP THE CREATIVE PRODUCING COMMUNITY.

golden spike photo courtesy: freestqto.com

- **World-Wide Webcast** of youth artistic voices to inspire their world!
- **\$1.6 million in awards**
- **26 consecutive biannual festivals to date!**

STEP 2 PUBLIC POLICY ACHIEVEMENT AB 2471

Drafted and successfully passed the Digital Arts Studio Partnership Act legislation, the big picture blue print that:

- **framed state and regional public private partnerships among pioneering high schools, colleges, industry, community based organizations, professionals with local and state government collaboration.**
- **Signed into law from 2002 till 2006 — the first statewide statute in the U.S.**
- **Establishes recognition and development of the universality of digital and visual industry in the California education system, workforce, economy and culture!**

STEP 3 REGIONAL DIGITAL ARTS STUDIO PARTNERSHIPS

Initially established in:

- Los Angeles Metro
- Santa Barbara/Ventura
- Fresno/ Central Valley
- Bay Area DASP
- Sacramento/Sierra DASP

Scores of member youth, high schools, colleges, businesses, professionals, community based organizations, local government Each are ...

- inclusive nonprofits
- flexibly organized
- civically engaging
- regional media projects
- breakthrough collaborations and relationships!

STEP 4 OFFICE OF THE GOVERNOR

- The governor adopts the Digital Arts Studio Partnership & Workforce Development Act, AB 2471 (2008) legislation as his blue print
- to be advocated from his office, in collaboration with CALDASP, the Senate Pro Tempore and Assembly Speaker
- to define and frame a historic commitment to digital arts

among all relevant state agencies, departments, boards and commissions.

- This aims to invite the entertainment, manufacturing, telecommunication, social networking and digital service corporations to a new system wide investment in order to
- ensure California stays at the world forefront in the digital media arts and communication technology fields!

OUR AUTHORIZING ENVIRONMENT IS THE POLITICAL CONTEXT THAT DRIVES THE NEW INTEGRATED WORKFORCE, MULTI-PATHWAY EDUCATIONAL AND CULTURAL FUTURE.

STEP 5 GROWING CORPORATE RELATIONS, INVESTORS & PARTNERS





TAKE ACTION NOW AT: WWW.CALDIGARTS.ORG

1. Read the best digital media field publications, studies and working papers
2. Become a formal state or regional DASP partner
3. Pledge and redirect funds, materiel and professional resources
4. Co-sponsor state or regional education/community workforce project development
5. Advocate for field collaboration, growth and powerful system change
6. Stand for the inspiring present and future of our children, society and the world

INDUSTRY PARTNERSHIPS MUST INCLUDE:

MATERIEL

- Cash
- Fundraising
- Tools and Software
- Scholarships
- Sponsorships for Exhibitions and Competitions
- Tutorials
- Warranties & Maintenance

PEOPLE

- Loaned Executives
- HR/Workforce
- Public Affairs Officers
- Mentors
- Resident Experts
- Vocational/Career Consultants

ACTIVITIES

- Onsite Training
- Educational Tours
- Beta Test & Training
- Curriculum/Standards: Design and Development

Take ACTION



- Website Development
- Maintenance
- Study & Showcase Venues
- Junior Achievement Models
- Workforce Studies
- Internships, Fellowships, Job Shadowing
- Part-time/Full-time jobs
- Project Partnerships
- Service Learning Support
- Public Awareness and Outreach
- Digital Divide Elimination (geography, disability, age, race, income, gender)

EDUCATION SYSTEM PARTNERSHIPS MUST INCLUDE:

MATERIEL

- Tools & Spaces
- Logistic Support
- Release Time and Funding
- Wireless 24/7

- Transportation
- Policy & Permission
- Alternative School Structures

PEOPLE

- Board and Administrators
- DASP Member Teachers
- Post-Secondary Faculty
- Professional Association
- Counsellors
- Youth Peer Faculty
- Community Based Organization Leadership

ACTIVITIES

- Progressive Policies
- Multi-pathway Design
- Articulation Agreements
- Course of Study Curriculum
- Digital Social Networking
- Research and Data
- Project Learning
- Conferencing
- Distance Learning

DASP A SECTORIAL INTERMEDIARY:

CONVENES STAKEHOLDERS, PROMOTES SYNERGY, FACILITATES BREAKTHROUGH COLLABORATIONS AND PROJECTS, EXPLAINS, TRANSLATES, SUPPORTS, MODELS, AND FORGES THE PARADIGM TRANSFORMATION

California

CREATES PROJECT MENU

The California Digital Arts Studio Partnership creates many projects, products and activities to serve our goals. Each stands as a separate funding and development opportunity for potential partners.

WE MUST DEVELOP AND SUPPORT

Field Building

Comprehensive Statewide Conferences
Resource California and regional DASPs

State and National Professional Education Association(s)

Policy Partnerships with Executive and Legislative Branches

SECONDARY SCHOOLS WORKING GROUP

Teacher Training Institutes
Course of Study Curriculum Development

Multiple Pathway Model
Research, Evaluation and Data Collection

COMMUNITY COLLEGE WORKING GROUP

Model Articulation and Dual Credit Agreements
Industry Standards Based Curriculum

FOUR-YEAR INSTITUTIONS WORKING GROUP

Model 2-year and 4-year college transfer pathways
Industry Standard Curriculum Partnership

Universal Digital Media Arts and Communication pre-service Training

Integration of Information Technology and Digital Media at four-year schools

INDUSTRY WORKING GROUP

Statewide Workforce Study
Workforce Needs and Economic Impact
Statewide Digital Media and Communications Industry Investment Plan in California

Industry, State Executive, Education System Collaboration

YOUTH EMPOWERMENT AND COMMUNITY ENGAGEMENT

Statewide Media
Exhibition Events
Statewide Youth Broadcast Media Guild
Model Digital Resume
Youth/Nonprofit Sector Creative Civic Engagement Projects
Statewide Social Network Venues for Youth Empowerment

California

CREATES

DIGITAL ARTS
STUDIO
PARTNERSHIP

California

CONNECTIONS

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