

DMA Kids, Teens, & Summer Camp

Digital Media Academy Grant Template

Digital Media Academy Kids, Teens, & Summer Camp product line courses focus on teens and kids. Teens enjoy *DMA's* unique, high-tech experience. Teens explore possible career paths, prepare for college, gain practical work skills, and can even earn certification. Kids (ages 7-13) can participate in learning experiences especially designed for them with a balanced approach of project-based learning with outdoor team-building fun. All courses are project based and taught by award-winning industry experts in state-of-the-art facilities. *DMA* instructors share cutting-edge skills and teach using the very latest technology.

This grant template document provides information to help you purchase these specialized products through available funding sources. Writing a grant for funding can be as simple as a one-page online application or as detailed as applying for a federally-sponsored grant, requiring considerably more information and time. This document provides the information you need, in a plug-in format, to help you as you apply for funding.

This document is divided into five sections. Each section provides information required in *most* funding applications. Each section has information that you can copy and insert into the appropriate areas of your applications. The five sections are:

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Section 1.0: Product Overview

The *DMA Kids, Teens, & Summer Camp* product line description is divided into two parts: *Teens & Summer Camp* and *Kids & Summer Camp*. Each part consists of: 1) a product description and 2) key element alignment statements. Separating the two facilitates the grant seekers use of the information, especially if the funding source is requiring specific age-related courses. Key element alignment statements are organized in categories; however, the grant seeker should review all the categories sub-statements for possible inclusion in the grant proposal. Some of the key element alignment statements will repeat in both sections; again, this will facilitate the grant seekers efforts.

1.1 DMA Teens & Summer Camp Description: <http://digitalmediaacademy.org/teen/>

Teens participating in *DMA's Teen* programs explore possible career paths, prepare for college, gain practical work skills, and can even earn certification. Current courses are:

Action Sports & Media Combination Courses – These courses use two of teens' favorite sports, skateboarding and surfing, and incorporate these sports while exploring filmmaking.

3D Modeling, Animation & Game Design Courses – These courses provide an introduction to 3D art, modeling, and animation. In addition, students advance through various levels of Maya.

Digital Video/Audio Production & Post Production Courses – These courses offer hands-on experience in digital filmmaking, digital editing and special effects, and music and video production.

Web Design & Flash Courses – These courses focus on web design, flash animation, and flash scripting for both web design and game design.

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Programming & Robotics Courses – These courses offer exploration of game programming with Python and C++ and hands-on experience with robotics and 3D AutoCAD design.

1.2 Key Element Alignment of the DMA Teen & Summer Camp Courses:

Key elements of the *DMA Teen & Summer Camp* courses that could be used to align to specific grant requirements are listed below.

General Educational Key Elements

- provides highly interactive, project-based activities taught by award-winning industry experts in state-of-the-art facilities;
- encourages students to think critically and work with others to solve problems;
- promotes student sharing of knowledge and projects, including discussions and critiques of student work;
- reinforces several core academic subjects while building student confidence to effectively apply new skills. For example, students reinforce...
 - writing skills as they write scripts and design storyboards;
 - math and science skills as they think logically, solve problems, explore spatial relations and vectors in 3-D modeling, fosters robotic programming (NXT-G), and learn about building structures and working gears; and
 - computer programming skills as they move through basic to advanced levels;
- encourages students to explore their creativity in arts and music education; and
- provides students experience with the new technological skills needed for the 21st Century.

Pedagogical Key Elements

- assesses student skills and follows a scaffold approach to teaching and learning;
- encourages students to learn at their own pace, students get assistance from instructors in getting started and all along the way;
- serves students with special needs, staff is provided additional instruction for working with special needs students, as necessary;
- promotes the use of cutting-edge skills and teaches using the very latest technology;
- advocates a mixture of academic learning with fun to foster student motivation;
- encourages a strong sense of learning put into practice;
- adapts curriculum developed by Adobe that is aligned to ISTE Technology standards;
- champions students to explore areas of their interest and produce a take-home product of which they are proud;
- bolsters students confidence to incorporate their new found skills in their life and classroom, as appropriate; and
- fosters parental involvement – especially during project demonstrations.

Career and Vocational Key Elements

- includes the exploration of career paths, preparation for college, and examination of practical work skills;
- uses industry-recognized programs to encourage student creativity in the arts. For example, courses feature 3D video game creation, web design, Dreamweaver, Flash, movie making, film, Final Cut Pro, digital art, and more;
- provides certification in two teen courses either in Digital Filmmaking or 3D Game Design; and
- fosters pride in student accomplishments as they experience activities that help prepare them for workplace.

1.3 DMA Kids and Summer Camp Description: <http://digitalmediaacademy.org/kids/>

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Kids ages 7 through 13 can participate in learning experiences especially designed for them. Current courses are:

Game Creation and Advanced Game Creation – This course offers younger students experience in 2D and 3D games from a variety of genres (including action, adventure, platform, side-scrollers, pinball, and more) or invent new ones.

Robotics & Programming – This course enables younger students to explore robotics including how to design, build, program, and control robots while positioning younger students through a series of real-world design challenges.

Digital Movie Making & FX – This course fosters exploration in movie making and younger students develop their own story idea, write the script, shoot the movie, edit footage, and burn their work to a DVD.

Web Design & Flash – This course encourages younger students to learn, create, and implement their own interactive website using the latest technology.

Cartoon Creation – This course focuses on younger students to learn about animation including timelines, keyframes, sound, and special effects.

Comic Creation – This course provides younger students opportunities to create drawings, take photographs or other images to transform the images, and add bubbles, captions, and sounds for use in comic creations.

Surfing & Filmmaking – This course provides younger students the opportunity of spending a half day in the ocean learning or improving their surfing skills, then they spend the other half day in a state-of-the-art classroom studio where they create a video about their experience during the week.

Digital Art & Filmmaking (ages 7-9) – This course, designed for junior adventurers, encourages younger students to explore the worlds of photography, filmmaking, and video game creation.

1.4 Key Element Alignment of DMA Kids Courses:

Key elements of the *DMA Kids & Summer Camp* courses that could be used to align to specific grant requirements are listed below.

General Educational Key Elements

- provides a balanced approach of project-based learning with outdoor team-building fun;
- emphasizes up-front instruction and demonstrations with hands-on learning; and
- encourages students to explore their creativity in arts and music education using state-of-the-art technology;
- provides students the tools to create a unique, personal project;
- fosters exploration of careers;
- develops in students a strong sense of putting learning into practice;
- inspires student confidence to effectively apply the new skills developed during the program; and
- provides students experience with the new technological skills needed for the 21st Century.

Pedagogical Key Elements

- assesses student skills and follows a scaffold approach to teaching and learning;
- encourages students to learn at their own pace, students get assistance from instructors in getting started and all along the way;

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- serves students with special needs, staff is provided additional instruction for working with special needs students, as necessary;
- promotes the use of cutting-edge skills and teaches using the very latest technology;
- advocates a mixture of academic learning with fun to promote student motivation; and
- fosters parental involvement – especially during project demonstrations.

Section 2.0: Product Configuration/Pricing/Contact Information

2.1 Product Configuration:

Locations...*DMA's Kids, Teen, & Summer Camp* courses are located across the country: Stanford University, Harvard University, Dartmouth University, Brown University, University of Chicago, Johns Hopkins University, George Washington University, Case Western Reserve University, University of Minnesota, University of California-Berkeley, University of California-Los Angeles, University of California-Irvine, University of California-San Diego, University of Texas-Austin, St. John's University, University of Central Florida and University of British Columbia.

Configurations...At most of *DMA's* summer locations, parents have the option of enrolling their children in the *DMA* residential program or in a non-residential program (students come for day classes only). The *DMA* residential program offers a separate pre-college dorm experience for teens and a separate dorm experience for Adventures kids (ages 7-13). Both programs are organized and supervised by live-in adult counselors. Three meals/day are included for residential students. Weekend stays for students taking multiple courses are available at select locations. Day class students can bring their lunch or in some locations, purchase meal tickets.

Grant seekers should review *DMA's* website for dates, locations, and living accommodation specifics.

2.2 Product Pricing/Bid Procedures:

Pricing information is located at: <http://digitalmediaacademy.org/student/computer-student-info.html>.

The prices are subject to duration and location of courses, including housing and dining options, as applicable. Prices are posted for various timeframes and *DMA* should be contacted to verify updated information or for information regarding the bidding process.

For pricing information contact *Digital Media Academy* by phone, fax, or email and request a quote.

Phone (toll free): 1 (866) 656-3342

Fax: (408) 374-4111

info@digitalmediaacademy.org

2.3 Product Support/Contact Information:

Digital Media Academy
1925 Winchester Blvd., Ste. 109
Campbell, CA 95008

Phone (toll free): 1 (866) 656-3342

Fax: (408) 374-4111

<http://www.DigitalMediaAcademy.org>

info@digitalmediaacademy.org

To request a brochure: <http://digitalmediaacademy.org/computer-camp-training-brochure.html>

To register for a course: <http://digitalmediaacademy.org/register.html>

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To review locations and dates: <http://digitalmediaacademy.org/locations/camp-training-locations.html>

Section 3.0: Product Effectiveness

3.1 Effectiveness:

The *Digital Media Academy* is a nationally-recognized organization offering hands-on learning experiences in a broad range of digital media technologies. A maximum of 9-to-1 student to teacher ratio fosters success by providing ample individual attention. The *DMA* team consists of award-winning, Apple and Adobe Certified professionals, who are experienced and accomplished artists. The program's effectiveness has been validated by industry-recognized credits and certifications. In addition to commercial certification, *DMA* offers certification based on completion of various courses.

- Certification in two teen courses...either in ***Digital Filmmaking*** or ***3D Game Design***
- ***Digital Media Academy Certification*** – *DMA* provides certification based on completion of various courses. The certifications available are:
 - Video Production (Open to adult learners and advanced teens)
 - Maya (Open to adult learners and advanced teens)
 - *NEW* Web Design and Production (Open to adult learners and advanced teens)

3.2 Reference Testimonials:

Students enjoy their learning experiences in *DMA's Kids, Teens, & Summer Camp* courses. Educators watch their students bloom during these unique opportunities and parents praise the program as a catalyst to possible career choices. Below are a few testimonials supporting the efforts of *DMA's* program.

Testimonial 1... Many of these students come from families that would not be able to send their children to a program like DMA without the encouragement and support of the Bert Corona School. Many of these students, in fact, will hopefully be the first in their family to go to college. The DMA experience thus provides a very unique opportunity for these students to experience college life while gaining new skills in a creative environment. The hope is that these young minds will be inspired and will gain confidence through discovering new interests - interests that lead to truly marketable skills. Furthermore, the college campus experience motivates students to work hard and be college-bound.

*Testimonial 2...What do you do with 2 pre-teen girls during summer that is fun, challenging, not academic, yet a learning experience? You enroll them in Digital Media - Hands on filmmaking class, that's what! My girls had a blast at the camp, they were not very eager to go on the first day, but from the second day on, they were getting up early **and** waiting to go to the camp. The entire experience of being at Stanford University, learning about different techniques in film editing and enhancing was excellent.*

The teachers were great - kids learned about group participation, leadership, acting, script writing all in one class. The kids had to make a 10 minute movie and an ad, had to come up with their own script, act, and edit their films. For my kids it was a real eye opener and got them to realize the effort behind movie making. I doubt if they will view movies the same way again. Who knows, maybe they might even pick it as a career.

Definitely worth the time and money invested!

Testimonial 3...My son Andy has been interested in Video Game Design since he was 10 years old. He attended several local video game creation computer camps offered in Houston. We found that Andy knew more than the instructors, even at a young age. He would ask questions they simply could

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not answer. We soon learned that Andy needed a more serious and rigorous program than what we had locally. I was thrilled to find DMA. It has been an incredible experience for Andy. This summer will be his 4th summer and unfortunately his last. He will be a senior. However because of DMA he is pursuing a degree in Video Game Design. The portfolio he has created from what he learned at DMA has helped him become a serious candidate for scholarship money at several universities that offer Video Game Design as a degree.

Section 4.0: Digital Media Academy Corporate Information

4.1 Corporate Mission:

The mission of *Digital Media Academy (DMA)* is to provide world-class learning experiences for youth and adults. We strive to value our customers and care about them as individuals, to offer the highest quality product in our industry, to provide relevant and fun learning experiences, to model ethical and responsible business practice, and to use our financial and human resources to make a positive and lasting impact in our community and world.

4.2 Corporate Background: Prior to its inception, *Digital Media Academy* was tied to Stanford University. From 1999-2001, the Academy for New Media existed as a summer program of the Academic Computing department at Stanford University. Launched by the same staff and instructors who founded the Academy for New Media, *Digital Media Academy* was formed as separate entity in January 2002. Maintaining ties with Stanford University, *DMA* course are accredited by Stanford University Continuing Studies and *DMA's* Advisory Board has included deans, faculty, and staff from the University.

DMA is best known for its premier summer programs hosted at prestigious destination campuses, such as Stanford University, Harvard University, The University of Chicago, and The University of Pennsylvania. In addition to its summer programs, *DMA* provides onsite training to schools and companies including Honda, Apple, Fox Racing, and Lawrence Livermore National Labs. Individual clients have included children of well-known Hollywood artists – even a Texas billionaire, all who seek *DMA* expertise when looking for the best possible learning experience.

4.3 Corporate Contact Information:

Kate Moore
Digital Media Academy
1925 Winchester Blvd., Ste. 109
Campbell, CA 95008

Phone (toll free): 1 (866) 656-3342
Fax: (408) 374-4111
<http://www.DigitalMediaAcademy.org>

4.4 Biographies of Key Personnel:

Phil Gibson, President and Founder

Phil Gibson worked for Stanford University for 12 years in the Academic Computing department. While at Stanford, Phil was actively involved as an advocate for underserved communities, leading student teams on service projects to Mississippi and South Africa, where his team led various economic development projects and participated in the first legalized march against apartheid in Cape Town. He holds an M.B.A. and B.A. from Santa Clara University.

Tom Wolsky, Co-Founder/Owner/Lead Instructor

Tom Wolsky is the well-known Final Cut Pro guru and author of *Final Cut Pro Editing Workshop*. His

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articles have appeared in MacWorld magazine, DV Magazine, and on all the popular FCP web sites. A graduate of the London School of Film, he has worked in film and television for over 30 years. With 20 years at ABC News, he was a producer and operations manager in both London and New York. Tom is an Apple Certified FCP instructor.

Beth Corwin, Co-Founder/Owner/Lead Instructor

Beth Corwin has been a news photographer since she was 15 years old and freelanced for her local newspaper. After majoring in communications, she went to work in local television, learning the craft of editing and camera work. She was hired by ABC News in New York in 1982 and has worked as a network news cameraperson ever since. Her award-winning work has been seen on PrimeTime Live, World News Tonight, Nightline, 48 Hours, and other news programs.

4.5 Corporate Finances/Tax Identification Number (TIN):

For information regarding corporate finances please contact a customer relations representative at:

Digital Media Academy
1925 Winchester Blvd., Ste. 109
Campbell, CA 95008

Phone (toll free): 1 (866) 656-3342
Fax: (408) 374-4111
<http://www.DigitalMediaAcademy.org>

Federal Tax Identification Number: 770555797

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Section 5.0 Educator's Preparation Page

Many educators are familiar with the saying, "How do you know you got there if you don't know where you are going?" This phrase is especially *apropos* for fund seekers (you). It is important to know information about your school/organization and to be able to clearly define what you want to do. Grant readers look for complete information, clarity, and a plan. Consider this outline a **grant starter**. Completing the information below before filling-in any application frequently can facilitate your application process.

EDUCATOR'S PREPARATION PAGE OUTLINE

A. About YOUR School/Organization

- 1. School/Organization Background/History/Accomplishments**
- 2. Biographies of Key Personnel**
- 3. Permissions to Request Funding from Organization (if needed)**
- 4. School/Organization Contact Information**
- 5. School/Organization Finances** (may or may not be required)
- 6. Organization Internal Revenue Status** (is there an existing 501(c)(3)?)

B. What Do You Want Do?

- 1. Clarification of Needs Statement**
- 2. Population Demographics (Target Audience and Geographical Region Served)**
- 3. Implementation Plan/Community Involvement (if required)**
- 4. Program Timeframe**
- 5. Benchmark/End-of-Funding Assessment**
- 6. Budget Summary/Summary of Costs**
- 7. Funding Tracking and Accountability**
- 8. Technology in Place or Needed (if applicable)**
- 9. Thank-You Plan**