

DMA Pro-Series

Digital Media Academy Grant Template

Digital Media Academy Pro-Series courses cover the most relevant tools and techniques being used by professionals in the ever-changing world of new media. *DMA's* intense, total-immersion format is designed to expedite learning, increase knowledge, inspire work, and promote motivation. Instructors include nationally known industry experts, master teachers, and award-winning creative professionals. *Pro-Series* courses provide abundant individual hands-on instruction and will improve the participant's technical and artistic skills.

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.

Grant Seeker Note: Some funding applications may not require all the information provided in this document, while other applications may require additional information that is not provided. It is very important to follow the funder's specific application directions.

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:

[Section 1.0: Product Overview](#)

[Section 2.0: Product Configuration/Pricing/Contact Information](#)

[Section 3.0: Product Effectiveness](#)

[Section 4.0: Digital Media Academy Corporate Information](#)

[Section 5.0: Educator's Preparation Page](#)

Section 1.0: Product Overview

1.1 DMA Pro-Series Description: <http://digitalmediaacademy.org/pro/>

DMA Pro-Series courses provide a range of topics and learning levels. *DMA* offers over 25 *Pro-Series* courses in the following categories:

Digital Video & Audio Production Courses – These courses emphasize digital filmmaking and storytelling, documentary filmmaking, video production for the web, along with music and audio production.

Video Post Production, Motion Graphics and Effects Courses – These courses emphasize working with Final Cut Pro and Final Cut Studio, motion graphics and visual effects with Adobe After Effects and Photoshop, and web video compression.

Modeling, Animation and Game Design Courses – These courses focus on 3D game art and design and various levels of Maya.

Web Design & Digital Photography Courses – These courses emphasize work with web design using Adobe's Dreamweaver, Flash, and Photoshop (CS4). Included are courses on digital photography and Photoshop.

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Educator Specific Courses – These courses work with educators and are focused on the process of creating digital media for the classroom.

1.2 Key Element Alignment:

The company's philosophy is to create motivating, professional, technology learning experiences that emulate and transition into technology industries. Key elements of the *DMA Pro-Series* that could be used to align to specific grant requirements are listed below. Depending on the grant, all or only some of the elements would be appropriate.

General Educational Key Elements

- covers the most relevant tools and techniques being used by professionals;
- integrates hands-on engagement and interactive demonstrations which educators could replicate in their classroom;
- incorporates a real-world approach to teaching and learning that is supported by hiring instructors who have expertise in their related fields;
- encourages multiple creative and artistic endeavors;
- cultivates the integration of technology into existing classroom curriculum – enhancing the teaching experience for teachers and the learning experience for students;
- fosters student motivation and encouragement through the use of technology to help students meet challenging state academic standards;
- enhances teaching and school improvement, by helping educators...
 - design and implement digital portfolios and create/manage digital lesson plans;
 - correlate digital resources and integrate them into lesson plans;
 - collaborate and share digital information with fellow educators; and
- collaborates with districts and schools to build capacity by providing local, tailored learning experiences based on the district's or school's established need.

Career and Vocational Key Elements

- incorporates a total-immersion format designed to expedite learning, increase knowledge, inspire work, and motivate students...providing skills necessary for the 21st Century;
- improves or expands the use of technology in vocational and technical programs with the addition of industry-recognized certification programs;
- encourages career exploration in the following fields...digital video and audio production, video post production, motion graphics and effects courses, 3D modeling and game design, and web design and digital photography;
- supports activities that prepare special populations, including single parents and displaced homemakers for high skill, high wage, or high demand jobs; and
- incorporates a real-world approach to teaching and learning that is supported by hiring instructors who have expertise in their related fields.

Professional Development Key Elements

- provides relevant professional development programs for educators... enabling educators to learn state-of-the-art skills for integrating technology into academic curriculum and/or teaching the skills to their students;
- offers three certification programs in conjunction with Apple, Adobe, and Stanford University (4-quarter units of continuing studies program);
- provides a special *Educator Specific Course*, a course for educators that is focused on the process of creating digital media for the classroom; [and](#)
- offers onsite instruction, often the most affordable and convenient way to train a team of people, eliminating travel and hotel expenses. Courses are tailored to the group's training needs.

1.3 Correlations to ISTE Standards:

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DMA adapts curriculum developed by Adobe that is aligned to ISTE Technology standards, including the integration of technology into teaching and learning.

Section 2.0: Product Configuration/Pricing/Contact Information

2.1 Product Configuration:

Flexibility of course availability encourages students from all walks of life, educational programs, and ages to enhance their skills for promoting career opportunities and/or life-long personal development. Because of this, DMA provides multiple course configurations. Current opportunities are:

- **Summer Courses** – Offered at prestigious universities in the United States and Canada, summer courses are typically 5 days in length and may be combined for industry certification.
- **Year-Round DMA Workshops** – DMA offers a variety of 2-day and 3-day *Pro-Series* courses throughout the year at its training center in Silicon Valley, California.
- **Onsite Training** – Offered year-round, onsite instruction is often the most affordable and convenient way to train educators, eliminating travel and hotel expenses. Courses are tailored to the group's training needs.
- **DMA on the Sea** – Combine a *Pro-Series* course with a cruise vacation in exotic locations like the Caribbean or Mediterranean. Enjoy a more relaxed classroom experience with time to explore port stops with family and friends.

2.2 Product Pricing/Bid Procedures:

Pricing information is located at: <http://digitalmediaacademy.org/student/computer-student-adults.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. Pricing for groups and/or onsite training options are not listed on the website.

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>

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

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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 program's effectiveness has been validated by industry-recognized credits and certifications, for example:

- **Apple Certified Pro Certification** – As a certified Apple Pro Apps training center, *DMA* offers the Apple Certified Pro training program. These optional exams create an official assessment of the student's understanding of the various Apple Professional application software products. For each Apple Certified exam passed, the student will be given Apple Certified Pro status.
- **Adobe Certified or Professional Certification** – *DMA*'s courses help prepare students to pass the Adobe Certified Expert or Professional exams. Adobe certification is an industry standard of excellence, and it is the absolute best way to communicate proficiency in leading products from Adobe. Adobe offers the exams directly.
- **Stanford University Continuing Studies** – All *DMA* summer courses (5 days in length) are offered for optional 4-quarter units of credit through the Stanford University Continuing Studies Program. Grades are given Pass/No Credit and are based on attendance and successful completion of the course.
- **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)
 - 3D Game Design (Open to teens)
 - Digital Filmmaking (Open to teens)

3.2 Reference Testimonials:

Using their *DMA* experience, many students have moved on to high skill, high wage, and high demand careers. Other students use their *DMA* experience to increase their expertise in their current occupation. Whichever it is, students are talking about the incredible experiences with the *DMA Pro-Series*.

Testimony 1...DMA gave me a solid foundation in all these different tools and techniques. It really helps when dealing with the various departments here at PDI/DreamWorks, and I still refer back to my DMA course materials and notes when solving technical challenges. I'd recommend it to anyone serious about achieving their goals. You can learn an incredible amount.

- Mariana Galindo, Animation Specialist

Testimony 2...My first year as the Media Cloisters Manager at Vassar College, I sort of dreaded the Final Cut Pro questions that came my way. I knew the bare minimum but I always felt inadequate when helping people. Last summer I was able to take the DMA FCP workshop. I came away with the skills needed to edit video in Final Cut Pro. I now love answering FCP questions.

- Baynard Bailey, Vassar College

Testimony 3...First class all the way. What set Digital Media Academy apart from the rest was that they offered courses at world-renowned universities that were taught by industry-leading professionals. Every instructor had at least one assistant to ensure every question would get

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answered. The staff was very professional, down-to-earth, and just fun to be around. It was a learning environment I had yet to experience. The digital adventure I had partaken in was simply amazing, and I recommend it to anyone looking for a great digital learning experience! Every student learned on equipment that was the latest and greatest. And I have to add that the computers were generously upgraded in the RAM area as well! Let's just say that I had no problems with lag-times or the like. The computers had the most up-to-date versions of every program a student and professional could want.

- [DMA Attendee](#)

Testimony 4... There is something to be said about learning in a physical classroom. The teachers at DMA used their classrooms for just that: personal learning. They didn't come across like tech geeks in teacher's clothing. They didn't talk down to you if you didn't understand. Most of all, they were patient. The Dreamweaver session was not a lecture, but a hands-on workshop. The hour-long session wasn't filled with presenter adlibs, but actual practice with the application. How often does one get to work with state-of-the-art equipment at a conference, for free?! Even the mini 20-minute sessions in the CUE exhibit hall were packed full of information. I walked away from their trainings feeling like I learned more there than I ever did in that college semester.

- Melissa Hughes, Elementary Teacher

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

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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 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**