



## Film & New Media

# LEARN THE FUNDAMENTALS OF STORY ARC, CAMERA, COMPOSITION, AUDIO, LIGHTING AND EDITING

A course designed for students pursuing jobs or advanced skills in the film industry, and also for those interested in learning to effectively communicate with one of the most powerful media tools of our time—**on-line video**.



Students learn all aspects of planning, and executing effective video communications.

The F&NM program offers a unique opportunity in a professional setting where students learn to use a variety of high-tech, state-of-the-art, media tools along with how to communicate effectively using the visual media dominate in today's culture. Together with an integrated ELA curriculum, students develop strong writing, oral, and visual communication skills.



Students are mentored by an instructor who has worked as a video communication professional for more than 30 years. The program also hosts a wide range of industry leaders that expose the students to the multiple opportunities the field employs.

Students delve into the key disciplines of filmmaking. The primary areas include Pre-Production, Production, and Post-Production along with film theory essentials.



Students participate in the classroom with hands-on mastery experiences covering all aspects of film and new media productions and operations. Upon successful completion of this course, students will have enhanced communication skills, a clear understanding of film and new media production, as well as its impact on society.

Students incorporate leadership, citizenship, and work ethic through their participation in class and community activities.

- Do you want to actively **learn** how to make quality videos?
- Do you **like** to tell stories?

- Would you **love** to discover how movies are made?
- Can you **listen** to critique and improve?



November 19, 2018

RE: TBA CTC Film and New Media recommendation

To whom it may concern;

I'm excited to hear that the Film and New Media program at the TBA CTC in Traverse City has been nominated for the **Sixth Annual Excellence in Action awards**, recognizing superior Career Technical Education programs.

I have been associated with the CTC FNM program for many years and have had the pleasure of placing their students and graduates as crew members in our various productions. These young people have come prepared and motivated.

Credit is due to Mr. Mills and his leadership and passion and for the emerging talent of his students, that in many cases will become professionals in the film and media industry.

Please let me know if I can be of further assistance.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rich Brauer", with a long horizontal flourish extending to the right.

Rich Brauer

*Brauer Productions, Inc. 109 S. Union St. Ste 303 Traverse City, MI 49684  
rich@brauer.com www.brauer.com o 231.941.0850 c 231.632.6613*

To Whom it May Concern,

For more than 5 years I have been a board member for the Film and New Media program at Traverse Bay Intermediate School District. During this time I was Station Manager for UpNorth Media Center as well as my role as the Media Lab and Videography Director for Michael Moore's Traverse City Film Festival. Tom Mills has created a great program that provides a thorough understanding of all components of video production which prepares students for working in the field. Mr. Mills has always done an exceptional job of reaching out to local business and people in the industry seeking input on the program as well as seeking real world experience for his students.

Since I started running videography for the non-profit Traverse City Film Festival students from Film and New Media have been involved. When Mr. Mills started running the program he did a lot to encourage students to take part. Students from Film and New Media have served in a wide range of capacities for our department. We use many students to help record the more than 100 question and answer sessions we cover during the week. A number of the students who have worked with us for several years have stepped into roles as Camera Operators, Producers and Editors for the social media content we create, live Camera Operators and Producers for events such as the film festival awards ceremony along with managing and recording the daily festival education sessions. The students from this program are well equipped with video editing and camera operation skills that translate into the working world. I know the students from Film and New Media are already coming to me with a honed skill set which makes my job easier because I can trust that they know what they're doing when I assign them a task.

Over the years Mr. Mills has done a great job of building skill development as well as providing productive feedback. All the students get graded on their level of proficiency in each area of production leading to students who build the quality of their skills. Not students who have just memorized examples from textbooks. You can see how much these students are learning simply based on how they perform in state and national competitions. This program has become a valuable part of the video industry in our community by producing entry level video production students who can be hired as production assistants, assistant editors and assistant producers by local businesses. Others have also started working as independent video producers in the area achieving success producing everything from music videos for local artists to commercial marketing content. Every year I am happy to see the new students in the Film and New Media class who will be helping to continue building our local video production community. These students make it possible for our local industry to grow and expand as far as those of us in the industry can envision it because of the support of qualified entry level video production interns and employees.

Thank You,  
Morgan Burke-Beyers  
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Traverse City, MI 49684  
morganburkebeyers@gmail.com

## Sample of recent videos produced by Film and New Media students

<https://www.youtube.com/watch?v=Oc-p265T-Q>



SkillsUSA Michigan TV Production Winner 2018

www.youtube.com

SkillsUSA Michigan TV Production Winner 2018

<https://www.youtube.com/watch?v=lrqg11ZniOs>



SkillsUSA MI Digital Cinema The Last Word 1st Place 2017

www.youtube.com

SkillsUSA MI Digital Cinema The Last Word 1st Place 2017

<https://www.youtube.com/watch?v=F-8NbdeZRLg>



Micah Byrnes MusicVid1

www.youtube.com

Micah Byrnes MusicVid1

<https://www.youtube.com/watch?v=HbmuM2uScsw>



## Compass

www.youtube.com

Compass

<https://www.youtube.com/watch?v=MVT5Q8aS-ZA>



## The Art of Becoming

www.youtube.com

A student produced short documentary about TBAISD Career-Tech Center students and how they found their way to the Career-Tech Center. What emerges is a story about how pursuing an interest can lead to not only greater skill, but a transformation of one's self into a more confident

<https://www.youtube.com/watch?v=Voz5nxiSOoQ>



## Olivia Dance Video - YouTube

www.youtube.com

This video is unavailable. Watch Queue Queue. Watch Queue Queue

[http://www.leelanaunews.com/news/2018-0816/Front\\_Page/Dunes\\_to\\_serve\\_as\\_film\\_backdrop.html](http://www.leelanaunews.com/news/2018-0816/Front_Page/Dunes_to_serve_as_film_backdrop.html)

## Dunes to serve as film backdrop

By Jen Murphy  
of the Enterprise staff



SCREENWRITER NATALIE Lomske provides insight into the main character for producer and director Richard Brauer, of Brauer Productions, Inc. The two met Monday to discuss details about the story scheduled to be filmed the last week of September at Sleeping Bear Dunes.

Sleeping Bear Dunes often inspires. For a creative mind like that of Glen Arbor's Natalie Lomski, it's certainly the case.

In fact, the dunes were the muse behind Lomski's screenplay, "The Sheets of Sand," which will be filmed in part here in Leelanau County.

"I've been coming to the dunes since I was a child," she said. "I'm really inspired by the beauty and the nature of the area — I guess I remembered walking along the dunes and how that made me feel, so I started writing a story about these characters that find an inspiration in the dunes to reach for their dreams and their goals from the nature around them."

Lomski's 10-minute short film is being produced and directed by Rich Brauer of Brauer Productions in Traverse City.

The roots of the project that sprouted this film were planted three years ago in a screenwriting service workshop, according to Brauer. "I wasn't involved yet, but I came in during the second year," he said. "I don't like contests, especially artistic contests — but I came up with the idea to make it a contest where the winner gets a film produced by me."

Of three dozen entries submitted, Lomske's came out on top.

It was a process, though.

Once the top ten screenplays were chosen by a local panel, they were sent to a group of higher-level jurors in Los Angeles, Brauer said. Included were actors, producers and others active in the filmmaking industry.

"I wasn't involved in the judging process, so I knew nothing about the story until yesterday (Monday)," said Brauer. "It turns out to be a story about a 23-year-old girl in a wheelchair with a debilitating illness that compromises her ability to see herself for who she really is. It's quite poignant."

The story required Brauer to think differently.

"I have to get in the head of a 23-year-old woman," he said. "And my challenge is to get in the head of the writer who created a character who has cerebral palsy. But after yesterday's meeting, I feel great about it. I completely get it.

"Whenever you direct a film, a switch has to get flipped before you can feel confident and secure about it," Brauer explained. "And that all happened yesterday."

Now that Brauer feels confident about his connection to the story and its characters, he's focusing on selecting cast and crew.

"This is not a student production, really. It is, but it isn't," he explained. "We'll have a ton of interns, so it will have the heart and soul of a student production but the production of a professional film crew."

It's the professional crew's involvement that is exciting for Lomske. She said that "The Sheets of Sand" will be her first screenplay produced by someone who isn't a student. "I'm excited to see how the final product turns out," Lomske said. "It's been a great experience so far."

She'll be involved throughout the filmmaking process.

"I'm planning on being on set," Lomske said. "I'm collaborating with Rich and helping with the main character — Charlotte — who has cerebral palsy. I have friends who have that disability, so I'm helping as a consultant to help them find the character's essence."

The film will require a cast and crew of about 30 people, according to Brauer, and the budget is \$15,000.

"I feel super good about this investment.... I'm so grateful it's happening," he said. "We are hoping it's a pilot, and if people like it, we can do it again next year."

"The Sheets of Sand" will be filmed at Sleeping Bear Dunes National Lakeshore one day during the week of September 25-28.

Chief ranger Phil Akers the Lakeshore has provided a backdrop for several films.

"It's not uncommon to have about a dozen or so per year," he said. "We have had 10 projects so far this summer. Sometimes we have tourism shots, sometimes we have large motion pictures, or sometimes commercials."

Productions are charged an \$100 application fee, site fee and cost recovery fee, according to the Lakeshore's website.

What will park visitors encounter on that day of filming? Besides film gear, they'll find artists hard at work.

"You'll see a group of focused artists, each with their own focus, all rallying around a common goal," he said. "Anyone watching will see us having fun and having a collaborative spirit."

Other locations in Leelanau County may become part of the film as well.

Casting for supporting actors and extras will be held in the next two weeks. The production company is seeking females in their mid-20's with an "edgy" look: tattoos, piercings, interesting hair. If you are interested, please contact Brauer Productions, Inc., at 941-0850.

Screening of the film will likely be in winter, said Brauer, at the State Theatre. The screening will feature the 10-minute "The Sheets of Sand" film, along with a 20-minute behind-the-scenes documentary produced by Up North Media.

# Education Newsmakers: 06/04/2018

Jun 4, 2018



From left: TBAISD instructor Jacob Moord; Munson Medical Center Stroke Coordinator Christine Peplinski; students Buddy Hanley, Quentin Elam, Drina Trego and Finn Kunkle; TBAISD Assistant Principal Brent Boerema; Munson Medical Director for Stroke Program Kersti Bruining; and TBAISD instructor Tom Mills. Special to the Record-Eagle

TBA Career-Tech Center Film and New Media students earned money for their school after winning the top three spots in Munson Medical Center's stroke awareness video contest. Quentin Elam and Buddy Hanley received the top prize of \$1,000. Drina Trego was second place and earned \$700, and Finn Kunkle earned the third-place \$500 award.

All students are part of Tom Mills' Film and New Media class. Munson Healthcare Foundations supplied a grant to fund the prizes.

Center tests new scale

Film and media class switches to standard-based grading

BY DANIELLE WOODWARD dwoodward@record-eagle.com Sep 10, 2017

TRAVERSE CITY — Mastering a lesson in school is a lot like learning to ride a bike — one successful run is good, but you should know it well before testing your wheels on the big trails.

That was the analogy Patrick Lamb, principal of the Traverse Bay Area Career-Tech Center, used to explain the new standards-based grading scale the school is testing in one of its classrooms this year.

The goal is to grade students on how well they prove to master a skill over time rather than only testing that knowledge in one-time tests or quizzes.

“It’s very important that you not only learn to do it once and connect that lesson material one time, but that you can do it over and over again, 100 percent of the time,” Lamb said. “That’s where we’re trying to take this.”

The new grading system evaluates student performance over time as they develop and refine skills, said Stephanie Long, the center’s curriculum supervisor. Teachers decide beforehand which skills will measure classroom success, rating students from 1 to 4 — rather than with percentages — on their mastery of those concepts repeatedly throughout the year. A rating of 3 translates to an A grade in the course, with 4 being professional quality work.

“It looks a lot like an elementary school report card,” Long said.

Long said students can come back to each topic and improve their grades throughout the marking period with the idea that the final score reflects their collective learning trend throughout the year, rather than an average of one-time hits like tests and quizzes.

Lamb said he hopes to have all 24 of the center’s programs using the grading scale within the next five years. Tom Mills and Jacob Moord, co-instructors of the center’s film and new media course, will be the first to use the standards-based grading this year. Mills said the new scale simply added structure to the grading they were already doing.

“We’d give them an assignment and they’d bring back their footage and films and we’d constantly sit with them mentoring and giving feedback,” he said. “The grades seemed, to me, to get in the way of performance.”

Mills said students make upwards of 20 video projects per semester in the course, receiving grades for each step in the production process. At the end of the year, they receive a final rating of 1 through 4 based on their performance level over the year .

“At the end of the day, when I’m grading you on audio production, your audio is good or it’s not,” he said. “If you can record good audio consistently, you got it. I don’t care how you did learning it.”

# Striking F.A.S.T. for stroke awareness

## Student videos help educate Munson public

- BY MARTA HEPLER DRAHOS [mdrahos@record-eagle.com](mailto:mdrahos@record-eagle.com)
- Jan 15, 2017



Jonelle Sickles, 17, of Buckley created a stroke awareness video for a Munson Medical Center contest for her Film and New Media Program at the TBAISD Career Tech Center, which won \$1,000 for her class.  
Record-Eagle/Jan-Michael Stump

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TRAVERSE CITY — Jonelle Sickles likely won't forget the symptoms of stroke and the importance of calling 911 when they occur.

The Buckley High School senior etched them on her memory while creating a stroke awareness video for Munson Medical Center.

The video is one of two featured on Munson's website as winners of an annual contest for middle- and high-school students — part of the hospital's regional stroke awareness messaging campaign. The 60-second videos help convey stroke statistics and the stroke awareness message "F.A.S.T." — an acronym for symptoms including "facial drooping," "arm weakness" and "speech difficulties" and the need or "time" for calling emergency services.

Munson created the contest — an offshoot of a competition collaboratively sponsored by a group of Michigan hospitals — in 2015 to educate students and help them get filmmaking experience, said Christine Peplinski, clinical coordinator of the hospital's stroke program. Ultimately the goal is to run the best videos as television public service announcements.

"It's a great avenue for this younger generation, 6th- through 12th-graders, to learn about stroke," Peplinski said, adding that last year's contest drew 54 submissions. "Besides educating themselves, they're educating the other students around them and taking (the message) home to their families."

A panel of community members, Munson stroke experts and Munson marketing and communications specialists judge the contest. Creators of the top three videos win cash prizes ranging from \$300 to \$1,000 for their schools.

"The students are very creative in how they want to project this message to the community," Peplinski said.

Sickles used motion graphics to create last year's first-place video through the Film and New Media Program at Traverse Bay Area Intermediate School District Career-Tech Center. The two-year program prepares students to pursue a filmmaking or videography job directly out of high school and gives others a head start on their college career.

The school is one of about 50 that receive an invitation to participate in the contest, Peplinski said. Four of its students created winning videos in the past two years.

Instructor Tom Mills said the contest is a mandatory project for his first-year students because it gives them real-world experience and fits into the curriculum.

“Instead of doing a hypothetical project this is a real project,” said Mills, who used the winnings to purchase additional cameras — including a “steady cam” — for the program. “They give us the requirements and we spend time researching: what is a stroke, what is F.A.S.T. It works into our program where we develop a concept, write a script, create a storyboard, cast the film.”

Students also costume, stage and provide voiceovers for the videos, which they edit themselves.

Stroke is the fifth leading cause of death in the United States, killing nearly 130,000 people a year, and is the leading preventable cause of disability. Nearly 800,000 people have a stroke every year, according to the American Stroke Association.

Munson is seeking submissions for its 2017 stroke awareness video contest, which has a deadline of March 31. Winners will be announced in May.

Career-Tech students win 3D printer  
Video contest promotes STEM education  
BY SARAH ELMS selms@record-eagle.com Jul 2, 2015

TRAVERSE CITY — Film and new media students at the Traverse Bay Area Intermediate School District's Career-Tech Center ventured out of their creative comfort zones and into the realm of science.

The students were tasked with creating a three-minute video to highlight the benefits of studying STEM — which stands for science, technology, engineering and math — and the career opportunities that go along with it.

The assignment was part of Networks Northwest's Student Video Challenge, an annual contest open to high schools in 10 northern Michigan counties. Career-Tech Center students captured first and second place, an achievement that won them a 3D printer and \$2,000 to use in the classroom.

"It gave them a real live competition in order for them to use their skills in video production, but then it also helps promote manufacturing and those skilled paths that we have programs for," Career-Tech Center Principal Pat Lamb said.

Students Sara Chaddock, Broderick Steele, Forrest Gelinis, Samantha Barksdale and ZoeAnne Folker wrote, filmed and produced the winning video.

It features interviews with teachers and professionals in science, technology, engineering and math fields explaining the importance of a STEM education and will be used to promote science- and technology-based career paths.

Film and new media instructor Tom Mills said the contest was a meaningful way for his roughly 50 students to put their classroom instruction into practice. Students first learn about the camera and other equipment and then move on to lighting design, sound engineering and the editing process.

"This was the first project where they got to pull all that together," Mills said. "Here's a real project, something that's really going to be used. It was exciting to see it all come together."

Mills and his students plan to use the \$2,000 prize to buy a camera stabilizer mount that will keep the camera steady while students film, even if they run or jump.

"It's a luxury to have," Mills said. "We're lucky to be able to have enough winnings to be able to purchase that, and the kids can get their hands on something that's actually used in the industry."

The 3D printer, donated by RJG, Inc. and Newton's Road, will be housed in a Regional Educational Media Center at the ISD so that teachers throughout the region can reserve it for classroom use.

All contest videos, including the winner, can be found online at [networksnorthwest.org](http://networksnorthwest.org).