

*Sheffield*  
est. 1968

# VIDEOWORKS

Exploring the world of video production

# THE VIDEO PRODUCTION INDUSTRY

Video production is a powerful medium permeating all segments of society. With the growth of streaming platforms and remote work, the possibilities for the future video production are endless. The need for qualified production professionals is growing daily and the Sheffield Institute of the Recording Arts is ready to address that need.

# MEET THE INSTRUCTOR



## Jeff Otradovec, VideoWorks Course Lead & Instructor

Jeff is a filmmaker and artist teaching practical applications and the creative process behind video production. He teaches with an emphasis on experimentation and hands-on experience. He began making short films as a teenager, later earning a Bachelors Degree from Stevenson University in Film, Video, and Theatre Production and a Masters Degree from the University of Maryland in Project Management.

He has produced numerous films and documentaries as a part of an Academy Award winning production company and as a freelance filmmaker. His projects include several award winning campaigns aimed at mental health awareness and treatment. His focus on personal stories led to the creation of a documentary series filmed over the course of seven years focusing on the lives of children growing up in Baltimore City. Jeff's work has won numerous film festivals and been featured on places such as the Discovery Channel, he is also a painter and a published photographer and writer.

# LEARN HOW TO

- ▶ Operate professional cameras
- ▶ Develop creative camera shots
- ▶ Record production audio
- ▶ Create lighting effects
- ▶ Watch film like a filmmaker
- ▶ Direct actors in a scene
- ▶ Interview subjects for a documentary
- ▶ Edit the footage you capture
- ▶ Animate original graphics
- ▶ Write and adapt screenplays

# BENEFITS

## **DEVELOP YOUR REEL**

Learn the technical skills of filmmaking while creating original short productions that you'll compile into a demo reel showcasing your abilities as a filmmaker.

## **LEARN MULTIPLE EDITING SYSTEMS**

Learn how to edit professional videos in Adobe Premiere Pro and DaVinci Resolve and enhance your edits with Photoshop, Lightroom, Illustrator, and After Effects.

## **BUILD YOUR NETWORK**

Get experience working with actors, bands, and non-profit organizations as you learn and develop the skills necessary to build a network of clients and collaborators.

## **CREW ENVIRONMENT**

Collaborate with your crew as you work together to create original short productions, learning all the skills you need to fill any role.

# IS VIDEO PRODUCTION RIGHT FOR YOU? DO YOU...



**Have a passion  
for telling stories?**



**See the beauty  
in everyday life?**



**Overcome  
challenges with  
creativity?**



**Enjoy  
collaborating with  
other creatives?**



**Get excited for new  
technologies?**



**Want to know how  
your favorite films  
were made?**



**Want to work in  
exciting new  
environments?**




**Want to make  
a difference in  
the world?**



# SHEFFIELD TRAINING FOR EMPLOYMENT

- ▶ Video Technician
- ▶ Assistant Camera Operator
- ▶ Production Assistant
- ▶ Producer
- ▶ Multimedia Artist
- ▶ Sound Utility
- ▶ Assistant Editor
- ▶ Videographer





# \$302B

**Video Production Industry Size in 2021**

Expected to reach \$489 by 2027

Source: Industry Research 2022



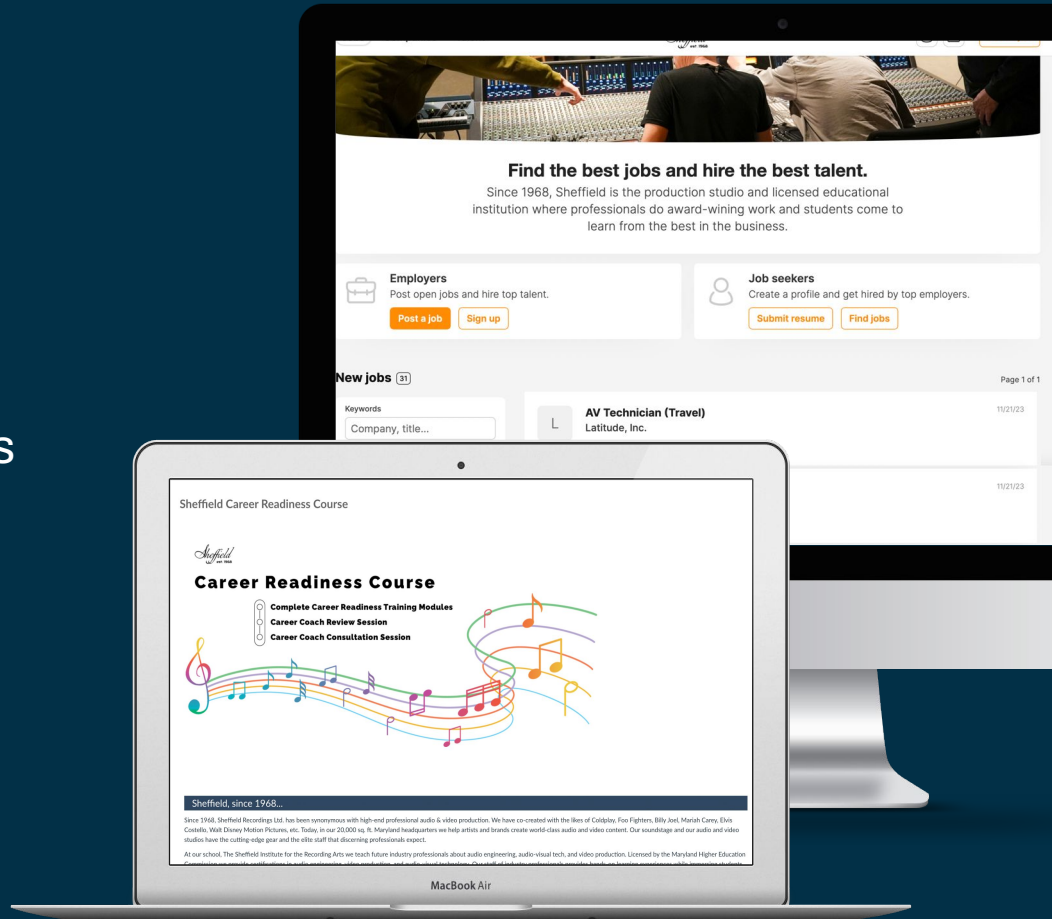
# WHERE ARE THE EMPLOYERS?

▶ Anywhere there is content

- ▶ Film production companies
- ▶ Television stations
- ▶ Fortune 500 companies
- ▶ Tech companies
- ▶ Schools or universities
- ▶ Video production studios
- ▶ Sports teams and arenas
- ▶ Non-profit organizations
- ▶ Government offices
- ▶ Content creators

# CAREER READINESS

Sheffield offers curated job readiness and search tools that help find the right career upon graduation



# EXPERIENCES

*“As a veteran, what this offered was amazing for me, and when other veterans came here, I’d pull them aside and say ‘Look me in the eyes. You need to come here,’ and I say that to pretty much anybody.”*

— **Louis Calderon III**

VideoWorks Graduate



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# EXPERIENCES

*“I have so many resources now. You really get what you pay for here. You get an education, but you also get almost a family in the field you want.”*

— **Evan Sachs**

VideoWorks Graduate



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