

COLLEGE VIEWBOOK

Cover: Putting Passion to **WORK.**

PART COLLEGE, PART INDUSTRY APPRENTICESHIP.

Immersive and hands-on, Tribeca Flashpoint Media Arts Academy erases the boundaries between education and the professional world to propel you into “the business” in a way few other institutions can.

At most traditional art schools, students spend much of their first two years learning theory and listening to lectures. But at Tribeca Flashpoint Academy, you will be using high-tech equipment, working on real-world client projects, and interacting with industry pros beginning your very first semester on campus. You will graduate job ready — with a robust résumé of experience as well as insider industry know-how and connections — in as little as 15 months.

Part college, part industry apprenticeship, Tribeca Flashpoint Academy will help turn your passion for art, storytelling, and digital media into a real career.

CAREER-FOCUSED PROGRAMS

ANIMATION & VISUAL EFFECT

- Gain a broad and practical understanding of the real-world production and post-production pipelines that are a vital part of the animation and VFX industry.
- Build technical skills in a broad range of areas including character rigging and modeling; hard surface and environment modeling; character animation and compositing of both real and computer generated (CG) assets; and shooting and editing live action footage to be used in the production of visual effects. Then, select a specialized focus in one of two areas:
 - Visual Effects + Motion
 - Modeling
- Collaborate with your classmates as well as peers from other disciplines on wide-ranging production projects such as video games, commercials, films, motion graphics pieces, and more — and graduate with a professional quality reel and résumé of projects for outside clients.

DESIGN & VISUAL COMMUNICATION

- Develop practical, contemporary, concrete skills for putting art and design principles to work in the 21st century design and visual communications industry.

- Build a strong understanding of the roles and processes in today's agency and business production environments while gaining extensive hands-on training using industry-standard hardware and software to develop advertisements, package designs, websites, social media and digital marketing campaigns, user interfaces, and more. All students will then take coursework focused on Advanced Design
- Collaborate with your peers in providing visual assets for a range of institutional production projects for real-world clients — and graduate with a solid résumé and a professional-quality portfolio of diverse work.

FILMA & BROADCAST

- Work with industry-standard equipment both in the classroom and on location while building not only technical skills and industry credits, but also the collaborative, real-time problem-solving skills needed in the professional world of film and broadcast.
- Gain a broad and practical understanding of all aspects of the film and broadcast business before selecting a specialized focus in one of four areas:
 - Cinematography
 - Film Production
 - Broadcast Production
 - Post-Production
- Collaborate with your peers on projects like short films, web series, documentaries, commercials, and music videos for real-world clients — and graduate with a professional demo reel of high-end film and media projects and a robust résumé of real-world credits.

GAME & INTERACTIVE MEDIA

- Gain a practical, concrete understanding of how to take games and other interactive media from concept to consumer in the real world — collaborating with your peers on real-world processes from research and development to programming and quality assurance testing to distribution and promotion.
- Receive hands-on training and a strong working knowledge of all areas of production before selecting a sub-specialty in one of the following:
 - Game Programming
 - Game Design
- Assist with developing real, playable games, mobile apps, and more — and graduate with a competitive set of portfolio samples and a robust, polished résumé.

RECORDING ARTS

Develop practical knowledge and skills for applying recording arts techniques across many different career paths — from live event production to music recording to films and commercials to video games and web-based interactive productions.

- Gain a solid understanding of all areas of audio production before selecting a focus in one of the following areas:

- Sound Design + Post-Production
 - Music Engineering + Live Event Production
- Work on music recording sessions, capture production audio in the field, mix your own soundtracks, team up with colleagues in other disciplines to create sound design for large-scale institution-wide productions — and graduate with a competitive demo reel and robust résumé of real-world credits.

REAL-WORLD TRAINING

PRODUCTION IN ACTION

An integral component of TFA's first-year curriculum, Production In Action provides you the opportunity to be part of a largescale, real-world production experience. Throughout this three-week course, you will be mentored by real industry professionals as you work together with students from all five of our disciplines to create a multifaceted, large-scale production, such as a live concert, short film, video game, or television show. You will take a hands-on role in the project's planning, execution, and completion, and learn to think on your feet, solve problems like a professional, and create high-quality results in an immersive, collaborative setting.

FLASHPOINT ACADEMY STUDIOS

Flashpoint Academy Studios forms the cornerstone of our second-year curriculum. During this class, you will work in interdisciplinary production teams to complete projects for a range of outside clients. From online videos and educational games to feature film special effects to expertly-produced recording tracks, Flashpoint Academy Studios will provide you with opportunities to create professional work for your reel and résumé while working with clients who have real-world delivery expectations — all under close supervision and mentorship from TFA's expert faculty.

PROFESSIONAL MENTORSHIP

CAREER SERVICES PROGRAM

As a second-year TFA student, you will participate in a required, year-long Career Services program in which you will receive intensive, personalized coaching and the “insider” knowledge you will need to effectively launch and build your career. This substantive coursework includes essential — yet rarely covered — topics such as business correspondence and online networking, branding yourself through elevator pitches and professional bios, interviewing skills, and more. During this course, you will also receive close mentorship in preparing your professional portfolio and will have the opportunity to participate in mock interviews with industry professionals who can provide priceless constructive feedback and coaching.

TFA JOB FAIR

Our Career Services department hosts an on-site, annual job fair that attracts an unrivaled and loyal following of employers such as Nickelodeon, Disney Television Animation, Lucasfilm Ltd., Blizzard Entertainment, Gameloft, WB Games, Raven Software, Hulu, SyFy Network, Pilgrim Films & Television, Mark Burnett Productions, OmniSound Studios, Groovemaster Studios, Another Country, and many more. This event will provide you with an invaluable opportunity to meet some of the industry's most desirable employers

INDUSTRY FIELD TRIPS

Each year, we facilitate dozens of field trips in which you will have the opportunity to visit industry businesses — such as video game developers, national television shows, film production companies, advertising agencies, recording studios, animation studios, and more — for personal introductions and first-hand exposure to real-life operations

INDUSTRY SPEAKERS

As a school that is closely connected to the industry, it is no surprise that we regularly host prominent industry speakers (from Vincent D'Onofrio to Tyra Banks to Ed Burns to Mark Ecko and beyond) on our campus — to offer industry insights and career advice. As a student, you will have the invaluable opportunity to interact with, network with, and learn from these accomplished industry insiders.

TRIBECA FLASHPOINT STANDARDS

At TFA, we believe that technical job skills are only half of the equation. Getting and keeping a job also requires a range of “soft skills” — so we provide our students intensive coaching (both in and out of the classroom) to assist them in developing and honing these critical attributes (known as the Tribeca Flashpoint Professional Standards, or TFPS). During your time at TFA, you will have the opportunity to accrue TFPS Points by participating in personal and professional development activities and by personally exhibiting the professional standards of Communication, Accountability, Collaboration, Responsibility, Initiative, Presentation, Problem-Solving, Attentiveness, Respect, and Flexibility. If you are among the top point earners, you will enjoy access to unique opportunities ranging from attendance at exclusive industry events to participation in invitation-only workshops to acquiring a role on projects for real-world clients

SOUND BITES

“You guys are *making* films as opposed to learning *how* to make films. That's where film education is going.”

- Ed Burns, Writer / Director / Actor

“TFA has this infrastructure that gives students a lot of opportunity to express themselves creatively.”

- Warren Trezevant, Pixar Animation Studios

“These kids actually know what they’re talking about.”

- Mia Burgess, Nickelodeon

“Pound for pound, TFA is the most sophisticated thing for this tier of the industry that I’ve seen.”

- Marc Eckō Founder + CCO, Mark Ecko Enterprises

“I chose TFA because of the emphasis on professionalism. The day I walked in here was really the day that I started my career.”

- Dennis Huston, Recording Arts Student

“TFA’s instructors and students are so full of passion!”

- Tyra Banks, Author / Model / TV Personality

“Not a day goes by in the six months since graduation that I haven’t utilized the relationships I made at TFA.”

- Mike Eisenberg, TFA Alumnus

“(TFA has) created an academic environment that absolutely is right for the 21st century. It just mirrors and reflects what is going on in the real world.”

- Sheila Roche Chief Creative & Communications Officer, (RED)

“Getting my name in the credits of a fully developed and actually published game in my first year at school is more than I could have ever imagined.”:

- Patrick Purcell, Game + Interactive Media Student

“It’s a golden opportunity to get the training and actually be EMPLOYABLE with real skills that they can put to work.”

- Michael Uslan, Executiv Producer, The Dark Knight trilogy

“My work at TFA is challenging and keeps me on my toes, but I enjoy every single moment of it, even through those challenges.”

- Jeffrey Malanga, Animation + VFX Student

“You are in the industry when you walk through these doors. Students get real world, hands-on experience.”

- Steve Downes, Voice of Master Chief, Halo

HIGH-TECH CAMPUS

Tribeca Flashpoint Academy’s campus is a technological oasis in the heart of the Loop, Chicago’s thriving commercial and cultural epicenter. Our state-of-the-art facilities are split between two specialized learning sites:

Main Campus

As a student, you will spend a great deal of your time at our primary location at 28 North Clark Street, which features cuttingedge classrooms; production facilities such as lighting labs, sound stages, special effects labs, and screening rooms; student lounges; our high-tech library (known as the Info Commons); as well as administrative and faculty offices.

CBS Studio B

In addition to housing Chicago’s local CBS news affiliate, CBS Studios at the corner of Washington and Dearborn is also home to TFA’s largest studio space, CBS Studio B. In this large, flexible, and infinitely customizable space, students get hands on training with professional equipment in CBS’s world-class broadcast environment.

HOUSING

Tribeca Flashpoint Academy has several impressive housing partners that are within walking distance of the school and/or readily available via public transportation. Visit TFA.edu/housing for a complete list of housing options and contact information.

APPLYING TO TRIBECA FLASHPOINT ACADEMY

Tribeca Flashpoint Academy’s most successful students share a few key characteristics: they are passionate about digital media arts; enjoy working in a collaborative environment and learning by doing; are receptive to mentorship and coaching; and are willing to work hard to

make their dreams a reality. If that sounds like you, we are eager to hear from you. We offer multiple start terms every year and accept applications year-round.

How Do I Apply?

1. Visit TFA.edu to access and complete our application.
- 2.** Mail remaining application materials (see right column) to: Tribeca Flashpoint Academy
Attention: Enrollment 28 North Clark Street, 5th Floor Chicago, IL 60602