

Banner Center for Creative Industries: Success Stories

“ I’m a journalism major and a film studies minor at UNF. I signed up for the Digital Media Essentials course in order to prepare myself for the digital age. Convergence has caused electronics to display text, audio and video on a single device, on the go, or at home. With this class, I will be ready to produce both print and digital content. I learned to screen-write under the guidance of Sharon Cobb. I can never look at movies the same way anymore. My newfound understanding of films will help me if I ever plan to create news documentaries. Jack Potter taught me the importance of media sales. It takes a high amount of risk to get high reward. Sheila Green taught me that social media is a trending method to advertise and communicate with customers. Anna Habbib taught me that media ethics is still important in digital media. Digital journalists have to be concerned with not only text, but also audio and video when dealing with ethical matters. Lastly, Jerry Smith from PineRidge Studios gave me the most direct, down-to-earth advice when it comes to professionalism. He taught me that professionalism as a college student starts on the first day of class. He also taught the class and me how to film professional looking scenes in any room. All five instructors know what they are talking about. They treat students like friends. If you are an aspiring YouTube filmmaker, an advertising hopeful, or just a digital journalist – I highly recommend Digital Media Essentials.”

~Joseph Basco, Banner Center for Creative Industries trainee

“ Last summer I was getting super nervous about entering the real world. Then, I took this amazing class offered by the Banner Center for Creative Industries at UNF, and it was all about TV and digital media – and it was taught by professionals. For the first time I realized my dream career could be a reality.”

~Lina Francis, Banner Center for Creative Industries trainee Employed as an Intern PineRidge Production (Spring 2012)

“ I just finished a class on TV Film and Digital Media at the new Creative Industries Banner Center at UNF. The best part is – it was taught by real working professional. I was able to explore areas such as screen-writing, film production, TV, digital media sales and even on-air hosting.”

~Jeffery Rojas, Banner Center for Creative Industries trainee
Employed as Production Assistant /talent
PineRidge Production (November 2011)

“I’ve been a painting contractor for over 20 years and lately things have been kinda tough. So I enrolled at a class at UNF’s Banner Center that trains people for jobs in TV, Film and Digital Media. So right now, I’m living a life-long dream and I have a new career.”

~Mark Howell, Banner Center for Creative Industries trainee
Employed as Grip
PineRidge Production (November 2011)