



**Training Proposal for:  
Studio Arts, Ltd.  
Agreement Number: ET12-0290**

Panel Meeting of: **January 27, 2012**

ETP Regional Office: **North Hollywood**

Analyst: E. Wadzinski

**PROJECT PROFILE**

Contract Attributes: Priority Retrainee

Industry: Multimedia/Entertainment  
Sector(s): Manufacturing

Counties Served: Los Angeles

Repeat Contractor:  Yes  No

Union(s):  Yes  No

Priority Industry:  Yes  No

Motion Picture Editors Guild  
IATSE Local 700; The Animation  
Guild IATSE Local 839; Art  
Directors Guild IATSE Local  
800; Affiliated Property  
Craftspersons, IATSE Local 44;  
and Make-Up Artists and Hair  
Stylists Guild ; Script  
Supervisors/Continuity,  
Coordinators, Accounts & Allied  
Production Specialists Guild  
Local 871

Turnover Rate %	Manager/ Supervisor %
≤20%	≤20%

**FUNDING DETAIL**

Program Costs	Support Costs	Total ETP Funding
\$467,064	\$32,435	\$499,499

In-Kind Contribution
\$538,920

**TRAINING PLAN TABLE**

Job No.	Job Description	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Priority/Retrainee	Advanced Technology	499	24-200	0	\$1,001	\$15.70
				Weighted Avg: 36			

**Minimum Wage by County:** ETP minimum wage is \$15.70 per hour for Los Angeles County.

**Health Benefits:**  Yes  No This is employer share of cost for healthcare premiums – medical, dental, vision.

**Used to meet the Post-Retention Wage?:**  Yes  No  Maybe

Participating employers may use health benefits to meet the Post-Retention Wage.

Wage Range by Occupation	
Occupation Title	Wage Range
Animator	
Art Director	
Artist	
Composer	
Costume Designer	
Editor	
Hair Stylist	
Illustrator	
Makeup Artist	
Model Maker	
Modeler	
Opaquer	
Ornamental Plasterer	
Production Designer	
Prop Maker	
Set Designer	
Set Decorator	
Technical Director	

## **INTRODUCTION**

In this proposal, Studio Arts, Ltd. (Studio Arts) seeks funding for retraining as outlined below:

Studio Arts is a private training company for high-tech, computer-based software and hardware for the motion picture, television, and post-production industries. It is eligible to contract with ETP as a private training agency. (Title 22, California Code of Regulations (CCR), Section 4426.)

## **PROJECT DETAILS**

Located in Los Angeles, Studio Arts was founded in November 2001 to train animators for the motion picture industry. In the past, the company has received government funding for many training plans and programs including H1-B, WIA and ARRA with the City of Glendale, it has also offered training in collaboration with the Contract Services Administration Training Trust Fund, created through collective bargaining by IATSE and affiliate unions for the benefit of employees.

According to Studio Arts, the constant evolution of technology in the entertainment industry makes it imperative for employers to train workers in the most up-to-date digital software and hardware to improve their chances for continued employment. Training will also help companies secure work and promote growth to remain viable in the California economy. Above and beyond new and evolving technological changes, worldwide competition continues to challenge the California entertainment industry.

Studio Arts will train workers in various aspects of digital television, feature film production and post-production, such as: character design and animation; set design and construction; storyboarding; lighting; graphics; and special effects. The curriculum includes 2D and 3D animation; composting; digital art and drafting skills; Flash animation; graphic design and illustration; lighting, dynamics and VFX, modeling; motion capture, motion graphics, motion tracking; painting and textures; Toon Boom; and ZBrush. Training will equip workers with the most marketable skills, and benefit employers by significantly reducing the amount of time and money previously required to produce the same results, thereby giving them a competitive edge.

All training will take place at Studio Arts' facility in Los Angeles. This center-based training will provide access to employers who cannot take expensive equipment out of production for training purposes; and for small businesses that often lack adequate in-house training facilities equipment and trainers. Training is customized and limited to workers from the entertainment industry. Studio Arts performs formal company assessments to ensure classes are customized to the needs of each employer and each trainee's skill level.

### **Marketing and Employer Recruitment**

Studio Arts markets its training to employers through a variety of means including informational meetings and seminars, conferences, magazine advertising, mailing brochures, as well as Internet, website, and e-mail promotion. Participating employers use their Human Resources departments and staff to assist in promoting the training.

### **Curriculum Development**

The Studio Arts curriculum has been designed solely for the needs of production companies, guilds, and unions of the motion picture, television, and post-production industries. Studio Arts

attracts trainees from commercial film companies; broadcast television animation and visual effects production companies; documentary film, television and video production companies; post-production services; and set design and production design companies.

The curriculum was designed to meet rigorous, specific employer needs. Studio Arts holds trade advisory meetings attended by visiting company representatives and industry experts who help develop curriculum that addresses immediate, short-term, and long-term industry and company employment needs. Training needs and curriculum content are also determined via interviews with individual company Human Resource staff, working supervisors, and frontline workers. Both live and email interviews and consultations are held with production management personnel and potential trainees to determine course content.

### **Retention**

Retention is at least 90 consecutive days full-time with one employer. Full-time employment means 35 hours per week. Retention can also be 500 hours in 272 days with one or more employers, in keeping with the Panel's regulatory standards for motion pictures production workers. (Title 22, CCR, Section 4400 (h).)

### **Commitment to Training**

Studio Arts represents that ETP funds will not displace participating employers' existing financial commitment to training, and anticipates that the opportunity for enhanced training made possible by ETP funds will encourage an ongoing financial commitment in this area. Studio Arts represents that safety training is, and will continue to be, provided in accordance with all pertinent requirements under state and federal law.

"Core" participating employers have stated that they occasionally provide some basic training on their own, but lack the necessary operational overhead, space, equipment, software, and expert, in-house instructors to train their workers in ways that allow them to compete in a globalized production environment. Employers have shown their ongoing commitment to training by contributing staff time or organize the program and provide on-the-job reinforcement, providing technical upgrades at the workplace, and releasing some trainees during work time. Studio Arts supports, promotes and is committed to the training described in this proposal, but will endeavor to have employers increase their own financial commitment to continued training efforts.

### **Advanced Technology**

Studio Arts is requesting the ETP Advanced Technology reimbursement of \$26 per hour for the entire curriculum based on the cost of instructor time, equipment, software, books, and related materials.

Studio Arts' training will be delivered in a classroom equipped with state-of-the-art, production-ready equipment and software intended to provide skills for professionals to do production-ready work. This equipment and software are expensive to purchase, operate, and maintain, and require skilled professionals to train at the skill level expected in the industry. A typical computer outfitted with the software needed for training costs in excess of \$6,000. Additionally, the curriculum is taught by working industry experts whose rate of pay often exceeds \$100 per hour. And, the highly technical material necessitates small classes of no more than 10 students per trainer, which also drives up the cost. Studio Arts' normal rates, as shown on its website, are \$50 per training hour which, in and of itself, exceeds the \$26 per hour ETP Advanced Technology reimbursement rate.

## **Support Costs**

Studio Arts will be making significant efforts to market this training proposal, as a recruitment tool. They will also be matching employer needs to the Curriculum, which was designed in consultation between Studio Arts and various industry group advisors. (See discussion of marketing and curriculum on page 3.)

The pertinent regulation allows up to 8%, and even up to 12% for new-hire training, for recruitment and assessment of employer-specific job requirements. (Title 22, CCR, section 4412 (a).) Staff believes Studio Arts has provided sufficient justification for support costs at the 8% level.

## **RECOMMENDATION**

For the reasons set forth above, staff recommends approval of this proposal and Advanced Technology reimbursement.

## **ACTIVE PROJECTS**

The following table summarizes performance by Studio Arts under an active ETP Agreement:

Agreement No.	Approved Amount	Term	No. Trainees (Estimated)	No. Completed Training	No. Retained
ET11-0108	\$249,302	12/31/10-12/30/12	227	141	95

*\*The ETP On-Line Tracking System indicates reimbursable hours of 7,544 with projected earnings of \$196,144, (79%) to date. It projects to complete 100% of the Agreement funding amount by February 2012.*

## **DEVELOPMENT SERVICES**

N/A

## **ADMINISTRATIVE SERVICES**

N/A

## **TRAINING VENDORS**

N/A

## **Exhibit B: Menu Curriculum**

### **Class/Lab Hours**

24-200

Trainees may receive any of the following:

#### **ADVANCED TECHNOLOGY**

- 2D Animation
- 3D Animation
- Compositing
- Digital Art Department
- Digital Drafting
- Flash Animation
- Graphic Design and Illustration
- Lighting, Dynamics and VFX
- Modeling
- Motion Capture
- Motion Graphics
- Motion Tracking
- Painting and Textures
- Toon Boom
- ZBrush

Reimbursement for retraining is capped at 200 total training hours per trainee, regardless of delivery method.

**Participating Employers in Retrainee  
Multiple Employer Contracts**

Contractor's Name: Studio Arts, Ltd.

CCG No.: ET12-0290

Reference No: 12-0232

Page 1 of 5

PRINT OR TYPE IN ALPHABETICAL ORDER

Company: American Broadcasting Companies "General Hospital"

Address: 4151 Prospect Ave.

City, State, Zip: Los Angeles, CA 90027

Collective Bargaining Agreement(s): IATSE Locals 44, 800

Estimated # of employees to be retrained under this Agreement: 15

Total # of full-time company employees worldwide: 951

Total # of full-time company employees in California: 951

Company: Bento Box

Address: 2600 W. Magnolia Blvd.

City, State, Zip: Burbank, CA 91505

Collective Bargaining Agreement(s): IATSE Local 839

Estimated # of employees to be retrained under this Agreement: 50

Total # of full-time company employees worldwide: 150

Total # of full-time company employees in California: 150

Company: Cartoon Network Studios

Address: 2835 N. Naomi Blvd.

City, State, Zip: Burbank, CA 91505

Collective Bargaining Agreement(s): IATSE Local 839

Estimated # of employees to be retrained under this Agreement: 15

Total # of full-time company employees worldwide: 100

Total # of full-time company employees in California: 100

Company: CBS, Inc.

Address: 7800 Beverly Blvd.

City, State, Zip: Los Angeles, CA 90036

Collective Bargaining Agreement(s): IATSE Local 800

Estimated # of employees to be retrained under this Agreement: 25

Total # of full-time company employees worldwide: 32,160

Total # of full-time company employees in California: 3,200

**Participating Employers in Retrainee  
Multiple Employer Contracts**

Contractor's Name: Studio Arts, Ltd.

CCG No.: ET12-0290

Reference No: 12-0232

Page 2 of 5

PRINT OR TYPE IN ALPHABETICAL ORDER

Company: Film Roman (Starz Media)

Address: 2950 N. Hollywood Way

City, State, Zip: Burbank, CA 91505

Collective Bargaining Agreement(s): IATSE Local 839

Estimated # of employees to be retrained under this Agreement: 25

Total # of full-time company employees worldwide: 300

Total # of full-time company employees in California: 300

Company: Fox Television Animation

Address: 5700 Wilshire Blvd.

City, State, Zip: Los Angeles, CA 90036

Collective Bargaining Agreement(s): IATSE Local 839, IATSE Local 700

Estimated # of employees to be retrained under this Agreement: 35

Total # of full-time company employees worldwide: 400

Total # of full-time company employees in California: 400

Company: Independent Studio Services (ADP)

Address: 9545 Wentworth St.

City, State, Zip: Sunland, CA 91040

Collective Bargaining Agreement(s): IATSE Local 44

Estimated # of employees to be retrained under this Agreement: 10

Total # of full-time company employees worldwide: 120

Total # of full-time company employees in California: 120

Company: Luminys Systems, Corp.

Address: 11961 Sherman Road

City, State, Zip: N. Hollywood, CA 91605

Collective Bargaining Agreement(s): None

Estimated # of employees to be retrained under this Agreement: 5

Total # of full-time company employees worldwide: 17

Total # of full-time company employees in California: 17

**Participating Employers in Retrainee  
Multiple Employer Contracts**

Contractor's Name: Studio Arts, Ltd.

CCG No.: ET12-0290

Reference No: 12-0232

Page 3 of 5

PRINT OR TYPE IN ALPHABETICAL ORDER

Company: New Deal Studios

Address: 4121 Redwood Avenue

City, State, Zip: Los Angeles, CA 90065

Collective Bargaining Agreement(s): None

Estimated # of employees to be retrained under this Agreement: 5

Total # of full-time company employees worldwide: 25

Total # of full-time company employees in California: 25

Company: New Wave Entertainment

Address: 2660 W. Olive Avenue

City, State, Zip: Burbank, CA 91505

Collective Bargaining Agreement(s): None

Estimated # of employees to be retrained under this Agreement: 15

Total # of full-time company employees worldwide: 156

Total # of full-time company employees in California: 156

Company: Paramount – HH Prod – (Ent. Partners)

Address: 5555 Melrose Ave.

City, State, Zip: Hollywood, CA 90038

Collective Bargaining Agreement(s): IATSE Local 800, 871

Estimated # of employees to be retrained under this Agreement: 3

Total # of full-time company employees worldwide: 100

Total # of full-time company employees in California: 100

Company: PIXWEL, Inc.

Address: 5340 Cargas Dr.

City, State, Zip: Calabasas, CA 91301

Collective Bargaining Agreement(s): None

Estimated # of employees to be retrained under this Agreement: 2

Total # of full-time company employees worldwide: 6

Total # of full-time company employees in California: 6

**Participating Employers in Retrainee  
Multiple Employer Contracts**

Contractor's Name: Studio Arts, Ltd.

CCG No.: ET12-0290

Reference No: 12-0232

Page 4 of 5

PRINT OR TYPE IN ALPHABETICAL ORDER

Company: Renegade Animation, Inc.

Address: 111 E. Broadway, Suite 208

City, State, Zip: Glendale, CA 91205

Collective Bargaining Agreement(s): None

Estimated # of employees to be retrained under this Agreement: 7

Total # of full-time company employees worldwide: 12

Total # of full-time company employees in California: 12

Company: Rhythm and Hues Studios, Inc.

Address: 2100 East Grand Ave.

City, State, Zip: El Segundo, CA 90245

Collective Bargaining Agreement(s): None

Estimated # of employees to be retrained under this Agreement: 50

Total # of full-time company employees worldwide: 1000

Total # of full-time company employees in California: 620

Company: Shadow Animation – (BTL Prod.)

Address: 940 N. Mansfield Ave.

City, State, Zip: Los Angeles, CA

Collective Bargaining Agreement(s): None

Estimated # of employees to be retrained under this Agreement: 15

Total # of full-time company employees worldwide: 45

Total # of full-time company employees in California: 45

Company: Sideshow, Inc.

Address: 2630 Conejo Spectrum St.

City, State, Zip: Thousand Oaks, CA 91320

Collective Bargaining Agreement(s): None

Estimated # of employees to be retrained under this Agreement: 10

Total # of full-time company employees worldwide: 93

Total # of full-time company employees in California: 93

**Participating Employers in Retrainee  
Multiple Employer Contracts**

Contractor's Name: Studio Arts, Ltd.

CCG No.: ET12-0290

Reference No: 12-0232

Page 5 of 5

PRINT OR TYPE IN ALPHABETICAL ORDER

Company: Spectral Motion

Address: 1849 Dana St.

City, State, Zip: Glendale, CA 91202

Collective Bargaining Agreement(s): None

Estimated # of employees to be retrained under this Agreement: 7

Total # of full-time company employees worldwide: 18

Total # of full-time company employees in California: 18

Company: Starburns Animation

Address: 1101 Isabel St.

City, State, Zip: S. Pasadena, CA 91506

Collective Bargaining Agreement(s): None

Estimated # of employees to be retrained under this Agreement: 5

Total # of full-time company employees worldwide: 26

Total # of full-time company employees in California: 26

Company: Stargate Studios

Address: 1001 El Centro

City, State, Zip: S. Pasadena, CA 91030

Collective Bargaining Agreement(s): None

Estimated # of employees to be retrained under this Agreement: 15

Total # of full-time company employees worldwide: 86

Total # of full-time company employees in California: 70

Company: Toy Box Entertainment

Address: 400 S. Victory Blvd.

City, State, Zip: Burbank, CA 91502

Collective Bargaining Agreement(s): None

Estimated # of employees to be retrained under this Agreement: 15

Total # of full-time company employees worldwide: 45

Total # of full-time company employees in California: 45

**MOTION PICTURE EDITORS GUILD**

01/09/2012

To Whom It May Concern:

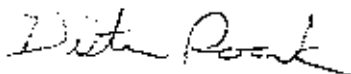
The Motion Picture Editors Guild, I.A.T.S.E. Local 700, supports Studio Art's effort to participate in the ETP Program. Local 700 represents over 6000 member, many of whom would and already have benefited from the ETP Program.

Our industry is constantly undergoing technological changes so it is critical that our members utilize training to keep their skills up to date. They must continue their training as new systems and related software become available.

Studio Arts is already an approved facility and participant in the Motion Picture Editors Guild Training Program.

Should you have any questions or if there is anything we can do to facilitate Studio Art's participation in ETP, please let us know.

Sincerely,



Dieter Rozek  
Training Coordinator



T·A·G

THE ANIMATION GUILD and Affiliated Optical Electronic and Graphic Arts, Local 839 IATSE  
1105 N. Hollywood Way, Burbank, CA 91505-2528  
phone: (818) 845-7500 • fax: (818) 843-0300  
<http://www.animationguild.org> • email: [info@animationguild.org](mailto:info@animationguild.org)

November 30, 2011

To Whom It May Concern:

The Animation Guild, Local 839 IATSE is pleased to participate in the newly proposed ETP training offered at Studio Arts. We feel that ETP training is a valued asset for our membership in order that they remain highly trained and competitive on the job.

Training initiatives such as that offered by the Employment Training Panel keeps our frontline artists at the ready for trends in industry that happen quickly and often. Studio Arts has been training our members this past year, and we are pleased at the significant upgrades to their skills that have come as a result.

If you have any questions regarding this matter, please feel free to contact me at (818) 845-7500.

Sincerely yours,

Jeffrey N. Massie  
Recording Secretary



# A R T D I R E C T O R S G U I L D

November 30, 2011

Employment Training Panel  
1100 J Street, 5<sup>th</sup> Floor  
Sacramento, CA 95814

To whom it may concern,

The Art Directors Guild, IATSE Local 800 strongly supports Studio Arts participation in the State of California Job Training Reimbursement Program through the State's Employment Training Panel (ETP).

As Associate Executive Director of Local 800, a labor organization that represents nearly 2000 Art Directors, Illustrators, Set Designers, Graphic, Scenic and Title Artists who are employed in the film and television production industry throughout the State of California, I can assure you that we recognize the twofold benefits of this training program. Not only does it provide the Local's members with valuable up-to-date skills training that translates into real jobs and opportunities in the ever changing world of film and television production, it is also an important tool in keeping these entertainment jobs within the boundary of the State of California.

We have worked closely with Studio Arts in training our members for over eight years. Our members who've taken educational classes from Studio Arts had "rave reviews" for the quality and in-depth instruction that the high-end computer classes provided. Studio Arts training facility has proven to be a true winner for hundreds of our members with quality instruction translating into real jobs and opportunities for those that complete the training.

If you have any questions regarding the above, please feel free to call me at 818-762-9995.

Sincerely,

John Moffitt  
Associate Executive Director

JM/sh





# Affiliated Property Craftspersons Local 44

OF THE INTERNATIONAL ALLIANCE OF THEATRICAL STAGE EMPLOYEES AND MOVING PICTURE MACHINE OPERATORS OF THE UNITED STATES AND CANADA

---

December 2, 2011

To Whom It May Concern:

Local 44 IATSE Affiliated Property Craftspersons strongly supports Studio Arts and its newly proposed training initiative through the State of California's Employment Training Panel.

It is our position that ETP training would be a tremendous asset for our membership in order that they remain highly trained and competitive on the job. Training initiatives such as that offered by the Employment Training Panel keeps our frontline artists at the ready for trends in industry that happen quickly and often.

This past year Studio Arts has been training our members and we are pleased at the significant upgrades to their skills that have come as a result

If you have any questions regarding this matter please feel free to contact me at 818.769.2500.

Sincerely,

Ed Brown  
Business Agent  
IATSE Local 44



## SCRIPT SUPERVISORS/CONTINUITY, COORDINATORS, ACCOUNTANTS & ALLIED PRODUCTION SPECIALISTS GUILD LOCAL 871

January 5, 2012

To Whom It May Concern:

On behalf of the Script Supervisors/Continuity, Coordinators, Accountants and Allied Production Specialists Guild - IATSE Local 871, we wholeheartedly endorse Studio Arts' proposal for providing Employment Training Panel training for studio employees of companies doing business in California.

It is our position that ETP training would continue be a tremendous asset for our membership, so they remain highly trained and competitive on the job. Training initiatives such as those offered by the Employment Training Panel keeps our frontline heavy-hitters and those striving toward excellence, at the ready for trends in an industry that changes quickly and often.

In past surveys of our membership on the subject of education and computer training, members in our diverse crafts communicated the need for training in many areas. Approximately thirty percent (30%) of those responding to a survey felt they had potentially lost employment by not having a particular skill for their ever-evolving crafts.

The need to coordinate the workflow with other departments that use a myriad of software is imperative. Additionally, our Accountants, Assistant Accountants and Coordinators would greatly benefit from training on software that helps support the Companies to standardize and streamline their procedures.

For the last few years, Studio Arts has been the leader in training our members and we are pleased at the quality of the training they provide, and the significant upgrades to the members' skills that have emerged as a result.

If you have any questions regarding this matter please feel free to contact me at (818)509-7871

Cordially and Fraternally,

  
Missy Humphrey  
Business Representative

11519 Chandler Boulevard  
North Hollywood, California 91601-2618  
Telephone: (818) 509-7871  
Facsimile: (818) 506-1555



Business Representative: Missy Humphrey  
Business Representative Email: [missy@ialocal871.org](mailto:missy@ialocal871.org)  
Local 871 Office Email: [office@ialocal871.org](mailto:office@ialocal871.org)  
Website: [www.ialocal871.org](http://www.ialocal871.org)