



WAVE INITIATIVE

by

a la fresca

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PART 1: WELCOME TO THE INDUSTRY

From economics to terminology, participants will dive head first into the media and entertainment space. They'll understand how it operates from a bird's eye view and get a better perspective of its moving parts. Setting the foundation for a meaningful and impactful experience.

PART 2: CAREER PATHS

What does a career in the media and entertainment space look like? What are traditional and non-traditional ways to go about it? What does a day in the life of a working professional in different parts of the industry consist of? We'll also invite industry professionals to speak and answer questions about their roles and responsibilities.



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PART 3: PITCHING

No matter what job you have in this field, some pitching is required. Whether you're a media executive advocating for a raise, camera operator negotiating equipment rental rates, creative director laying out their vision to a brand or filmmaker asking for money, knowing how to sell yourself and your services is essential. Participants will get to pitch other participants by the end of the session.

PART 4: SET LIFE

Covering everything from roles/responsibilities to locations and edict, participants will be introduced to how sets work and operate. We'll discuss the different departments and walk participants through a call sheet. We'll talk about individual interests and assign roles for a mock shoot.





PART 5: MOCK SHOOT

Participants will run their own shoot. Everything from the creative to crafty to equipment to call sheets will be handled by them. Under the supervision of our mentors, participants will set up, shoot and wrap their own project. Participants will also take on post production and be responsible for delivering a completed asset.

PART 6: SHADOWING

Building upon their training and interest, participants will have a chance to shadow professionals on a real life working set. They'll get to read the call sheet, show up when their department's needed and be a part of production. Participants will be compensated and credited, if applicable.

