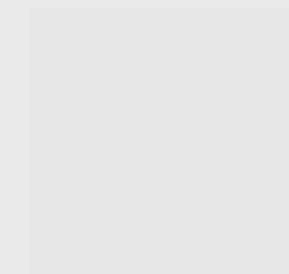
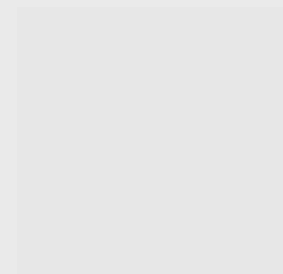




# ● mov together

.mp4 Program Overview

# Introducing **.mp4**



This spring, .movtogether and Cal Arts are launching a pilot mentorship program with top brands, agencies, and studios across the country.

# Objective

To provide hands-on opportunities, experience, and education to aspiring, underrepresented creatives to help move us towards a more inclusive, diverse creative industry.

## Why Now

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- Currently, 71% of professional designers are white.
- Only 8% of professionals in U.S. advertising and PR are Black.
- 91% of C-level positions in Hollywood are held by white people.
- And while there are no industry-wide statistics about diversity in motion design or animation, the number of minority or underrepresented creatives here is likely even lower.

# Four Parts, Six Months

Connect  
Experience  
Learn  
Grow

One-on-one mentoring and creative coaching with an industry leader

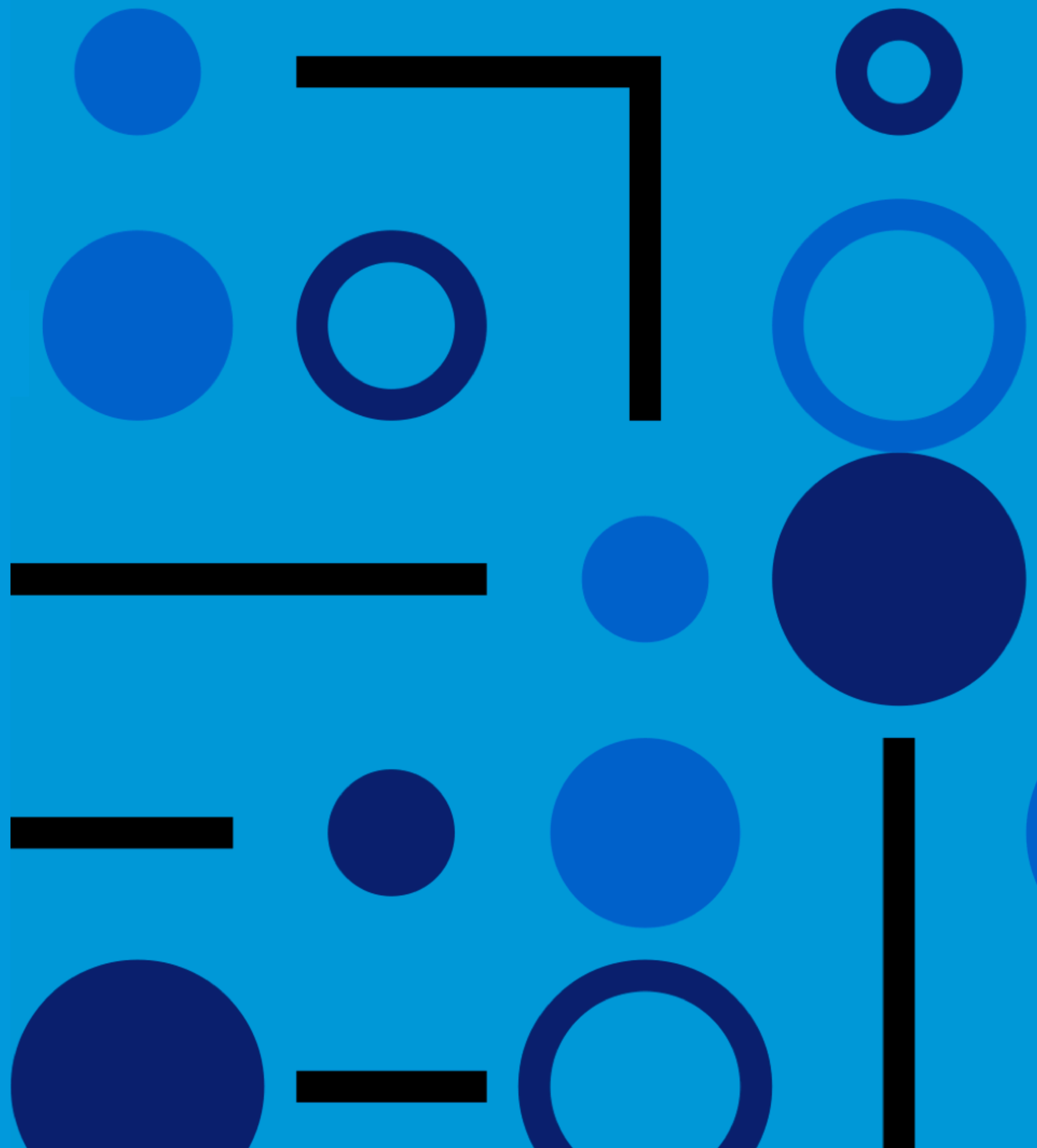
Job shadowing and hands-on learning with a high-profile project to build your portfolio

Access to exclusive events designed to build an enhance your skills and industry connections

A final PAID internship or opportunity at the organization you're paired with

# Launching March–September 2021

# Program Details





# Creators

- 25 participants
- Cohort-style collaboration
- Each paired up with an agency, brand, or studio matched to their interests
- Applicants should have a strong interest in a long-term career in design, animation, branding, or entertainment.
- Be 18+ and either be enrolled in a college/ university program or actively pursuing an early-stage career
- Creatives from underrepresented communities encouraged to apply.

# Collaborators

- 15-25 companies
- Take on 1-2 participants
- Provide a personal one-on-one mentor for each .mp4 cohort member at their company
- Participants will each contribute a monthly workshop benefiting ALL program members
- Assist their mentees with producing at least one high-profile portfolio project
- Donate a suggested, one-time stipend to provide creative resources for the pilot
- Commit to offering a paid internship/ opportunity at the end of the semester

# Applicants

- Applicants submit 1-3 minute video applications answering a series of questions
- Provide a resume, reel, portfolio, and/or relevant work samples
- Confirm that they are 18+, in their early-stage career, *or* actively enrolled in a college/trade school/university

# Program

- Cal Arts & .movtogether will vet submissions and narrow down to finalists
- Host virtual one-on-one interviews with finalists
- Select and match top 25 applicants to participating companies based on their skills and interests

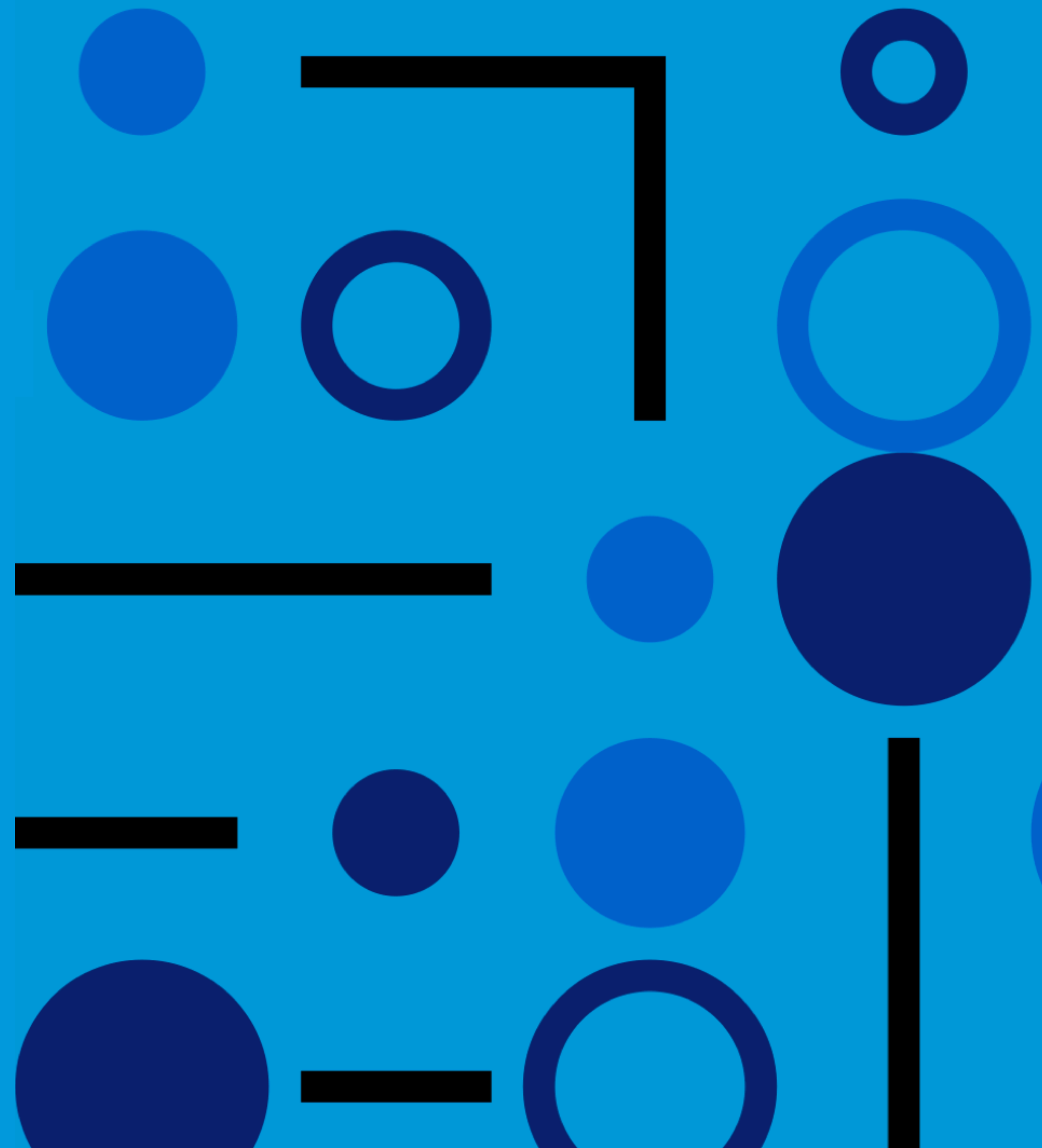
# Companies

- Apply to join the program at [hello@movtogether.com](mailto:hello@movtogether.com)
- Attend a virtual information session with Cal Arts and .movtogether
- Sign up and make the .mp4 pledge

# Selection Criteria

- A genuine and powerful WHY
- Clear articulation of passion
- Basic knowledge/experience (entry to mid level creatives)
- Solid answers to companies' creative needs and questions

# Program Benefits



# Creators

- Access to a real-world, career-building opportunity you can do from anywhere
- Hands-on experience and exposure to the industry and its leaders
- Expansion of your professional network and creative portfolio
- 1-on-1 Mentorship for the duration of the program (and hopefully beyond!)
- Access to a real, trained, paid opportunity at the end of the program

# Collaborators

- Take your commitment to diversity, inclusion, and access further
- Inspire the next generation of creatives in a meaningful, tangible way
- Improve coaching and feedback skills
- Learn new skills, techniques, and strategies from young, underrepresented, up-and-coming designers
- Be a part of a movement that will create long-term impact and actual change

The How

hello@movtogether.com

• mov  
together