



VALENCIA COLLEGE EAST CAMPUS

THE SCHOOL OF ARTS AND ENTERTAINMENT

East Campus is home to the [School of Arts and Entertainment](#), which serves students in Associate in Science and Associate in Arts degree pathway programs in art; dance; digital media; film; graphic and interactive design; live entertainment design and production; music; musical theatre; audio technology and sound production; and theatre. Founded in 2017, and aligned with the opening of the School of Arts and Entertainment building on the East Campus (rededicated as the Sanford C. Shugart Building in 2021), the School of Arts and Entertainment offers collegewide courses and programming, including a year-round arts season.

HIGHLIGHTS

- Valencia College partnered with Disney in 1988 on a grant to train people for the film industry. Universal partnered with the College on a similar grant in 1989, during which time Valencia completed its first feature film, “Sealed with a Kiss.” Valencia created a film A.S. program in 1990, and as of 2021, the program has partnered with private producers to produce 54 feature films and many other projects, making it one of the most prolific film studios in Central Florida.
- One of the film program’s recent production partnerships resulted in the film “Montford: The Chickasaw Rancher,” which was released in November of 2021 on Netflix and has consistently ranked in the top 10 movies in the U.S. since its debut.
- The School of Arts and Entertainment building houses a Dolby Atmos screening theatre and a Dub Stage where students learn how to mix Dolby Atmos Cinema. This multi-speaker system allows for the precise placement



of sound in a 3-D space with incredible clarity. The stage is sponsored by Dolby, who provides the program the Rendering and Mastering Unit (RMU) for free. Valencia is the only public college with such a system.

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- Valencia's Digital Media A.S program is a leader in interdisciplinary partnerships, combining video and motion graphics production with a mix of pathways that include live theatre, graphics, computer programming, and journalism. The program partnered to create an A.A. pathway to better serve students entering 4-year programs in Digital Media at UCF. Nearly 500 students have declared for that pathway and 30 have graduated since it began in fall 2019.
- Students in Valencia's Graphics program have won over 150 American Advertising Awards (ADDYs), over 15 "Best of Student" local ADDY awards, over 40 regional ADDY awards, and at least 15 national ADDY awards.
- Graduates and former students work at Adrenaline Films; Disney Broadcast; Universal Production Group; Netflix; Univision; Fox Studios; Electric Lady Studios; LMG; PSAV (Encore); IDEAS; Think Integrated; Say

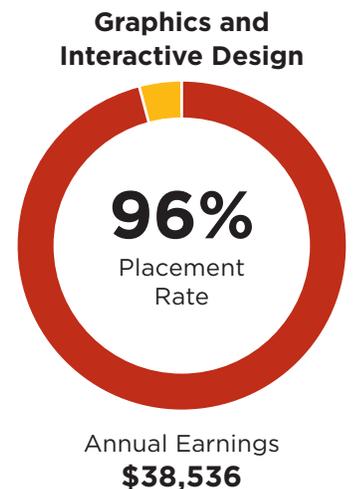
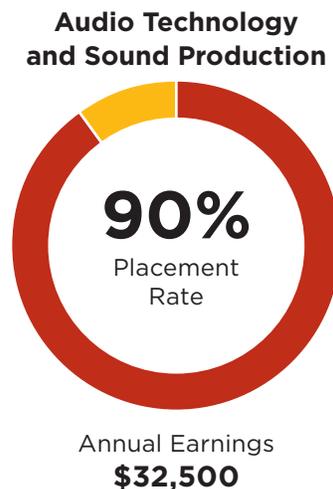
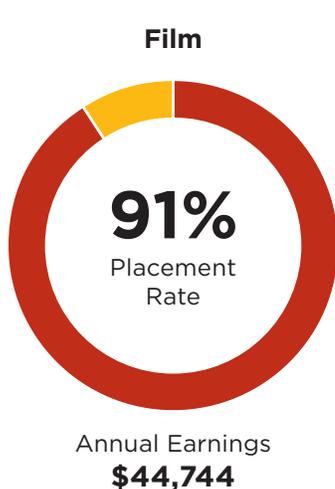


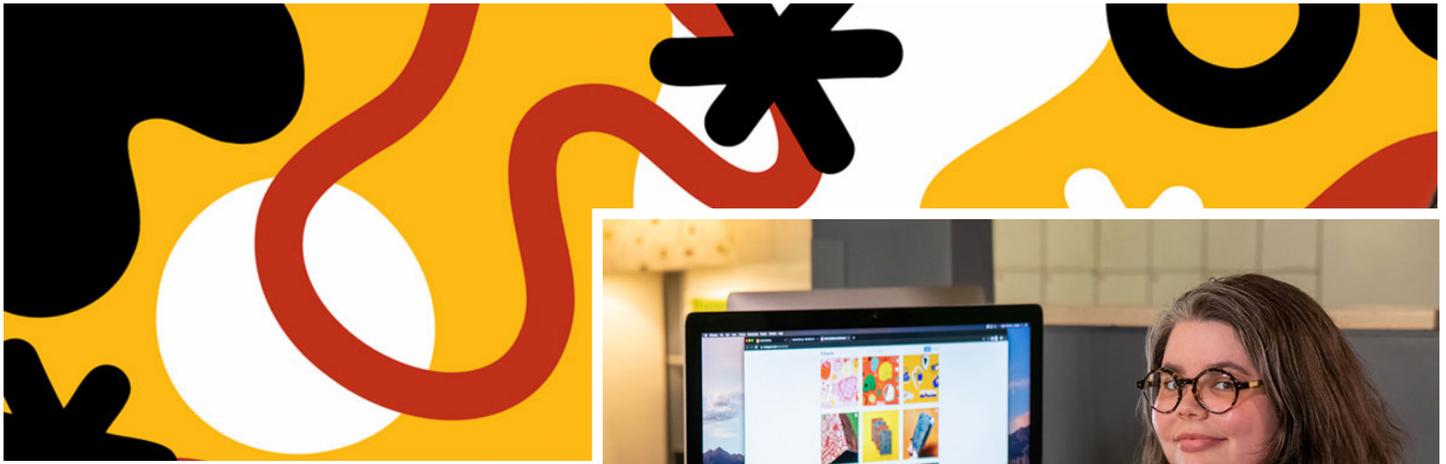
It Loud!; Push; Purple, Rock, Scissors; USTA; Orange County Public Schools; Orange County Convention Center; at local television stations; and as freelancers and business owners.



PLACEMENT RATES AND STARTING SALARIES*

*Per the most recent reporting year in the 2019-2020 Program Review, Career and Workforce Education





**STUDENT SPOTLIGHT:
REINA CASTELLANOS**

Reina Castellanos, a graduate of Valencia's graphic design program, never dreamed she'd become one of the faces of a national campaign for Target stores. But last year, during Hispanic Heritage Month, Reina was posting some of her artwork on her Instagram page, so she decided to tag her designs with these hashtags: #latinxdesigner, #latinxillustrator.

"At the time, I did not have a portfolio website," says Reina, 34, knowing that her design professors would go nuts if she admitted that. "At the time, I only had my Instagram, where I was showing my work. And out of nowhere, I got a DM (direct message) from the Target Instagram account.

Turns out, the store's social media manager had been scrolling the internet - and discovered Reina's designs. One meeting led to another and, over the course of a year, Reina put together designs for a series of products that Target

began selling during Hispanic Heritage Month, which ran from September 15 to October 15, 2021.

Reina graduated from Valencia in 2008, and went on to earn her bachelor in fine arts degree from the Savannah College of Art and Design and a master's degree in fine arts for emerging media from the University of Central Florida.

Today, Reina's artwork can be found on notebooks, coffee cups and other items. Learn more about Reina here: <https://valenciacollege.edu/about/stories/graduation-story-reina-castellanos.php>

