



## NEWS RELEASE

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### **SCCOE co-hosts student-teacher digital media conference**

**SAN JOSE, CA** – Building a successful foundation for students to become the next generation of creative entrepreneurs was the focus of an [all-day digital media conference](#) on January 14. The event, organized by the Santa Clara County Office of Education (SCCOE) and co-hosted with SVCcreates (formerly Adobe Youth Voices) and The Studio, brought together 95 high school students from the Silicon Valley Career Technical Education Center, Mount Pleasant, Overfelt and Independence high schools with 10 local digital artists at the Mexican Heritage Plaza in San Jose.

“The expert panelists were strategically chosen to be young, hip professionals with diverse backgrounds that can relate well to our youth,” said Jeff Schmidt, Career Technical Education Coordinator at the SCCOE. “We wanted students, particularly those that might be from lower socio-economic areas, to see themselves as being successful from a young age and media arts provides all students a chance to tell their story.”

The day kicked off with a keynote presentation by Nick Maher, a San Francisco and Los Angeles based cinematographer and photographer, and continued with two break-out sessions covering topics including computer coding to develop user-friendly design interfaces for websites and Apps, videography and photography. While the students were busy learning in their workshops, professional development was provided to teachers in the areas of professional learning communities (PLC), and how to assess creativity, collaboration and critical thinking.

*For more information about the event, visit <http://thestudiosymposium.com>*

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