

CREATIVITY *for* LIFE



MEDIA ARTS

Eric Schwartz

School

The Art Institute of Portland

Program of Study

Bachelor of Fine Arts,
Digital Film & Video, 2013

Job Title

Creative Services Producer,
KDRV News Watch 12

Navy Veteran who Concepts, Produces, Delivers Commercials

Eric Schwartz is working as a creative services producer at KDRV News Watch 12 in Medford, Oregon. He's responsible for conceptualizing, producing, and delivering commercials. "What I enjoy most about my career is never knowing what will come next," he says. Eric adds that his career challenges his creativity and that he learns something new each day.

He says that reaching people on a personal level is one of the most rewarding parts of his career. "They are projects that aren't out to make a name brand or make a lot of money, but projects that help to spread positive messages that are meant to help out local communities." These include "You Can Play" video for Portland State University Campus and a "Habitat for Humanity" video. Eric adds that he's influenced by people who've supported him—especially during his time in the military. Eric served in the United States Navy for four years as a hospital corpsman.

Eric, who in 2013 earned a Bachelor of Fine Arts in Digital Film & Video from The Art Institute of Portland, says that his education helped to prepare him for his creative career. "[It gave me] the knowledge, skills, and team working abilities that I need and use every day." He recommends that current students take risks and challenges that others won't. "If things are not how you imagined they would be, find a new way to look at them. Tackle every job with a positive attitude."