



# JASA | JUNE ARCHER SCHOOL OF ARTS

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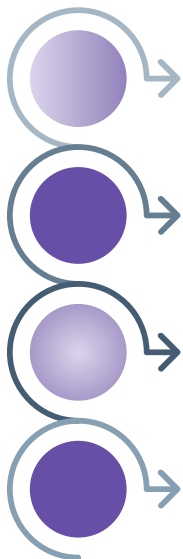
[www.JASchoolOfArts.com](http://www.JASchoolOfArts.com)





## What is JASA?

An experiential learning program that brings real-world experience into the classroom. Our Students get a chance to learn from established recording artists, writers, filmmakers, and multimedia artists.



**Special Guests**

**STEAM Curriculum**

**College Prep**

**Career Exploration**

## About June Archer

June is a former recording artist who elevated to producer and executive in the entertainment industry. In his 25 year career he has worked with some of music's most successful artists including Beyonce, Jay-Z, Chris Brown, 50 Cent, Omarion, and many more. He has also worked behind the scenes at some of television's most popular networks like DISNEY, ESPN, BET, FUSE TV and more.

# Course Descriptions

**JASA brings real-world experience into the classroom by allowing students to interact with established recording artists, writers, filmmakers, and multimedia artists. Our STEAM curriculum is designed for engagement and student learning objectives: college prep, career identification, financial literacy, reading comprehension, and social-emotional learning.**

## **The Science of Sound - DJing**

The Science of Sound is a hands-on introduction course into the everchanging DJ (Disc Jockey) world. This course will introduce students to the history of DJing while exposing them to DJs in the real world, DJ technology, and technique. Students who complete “The Science of Sound” course will have learned the basics of DJing, develop a mixtape, and create a plan to expand their DJing skills and/or develop their DJing business.

## **Inside the Music Business**

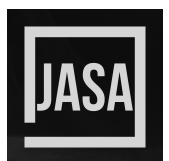
Inside the Business of Music course is an introductory course focusing on the many behind the scene careers in the music business: Marketing, Promotions, Publishing, Artist Development, Artist & Repertoire (A&R), Licensing and Contract Negotiation. This course will provide students with the necessary tools to navigate through a sustainable career in the music and entertainment industry. Students who complete the “Inside the Business of Music” course will develop and present a record label and artist into the music industry.

## **Intro to Animation & Graphic Design**

This course will introduce students to the theory and topography of the graphic design industry. Students will learn how to develop digital media that is aesthetically pleasing to the eye and attractive to possible clients. Students who complete the “Intro to Graphic Design” course will have created their own brand and developed a series of marketable deliverables. In addition, students will have the opportunity to develop logos for upcoming artists and DJ’s.

## **Fundamentals of Filmmaking & Photography**

This course will introduce students to the basics of filmmaking & photography. Students will get to create and analyze moving images, to produce research, and to make art. They will learn about the process of screenwriting, storyboarding, casting, scouting locations, filming, editing, and marketing their work.





# Our Instructors



**DJ K-OTIC**  
DJ TEACHER  
JA JUNEARCHER  
SA SCHOOL OF ARTS

Facebook, Instagram, Twitter icons

DJ K-Otic's music industry career spans over 25 years. From signing a record deal in 1995 to changing careers, DJing and touring nationwide with major artists. This includes opening for such artists as Rihanna and Jay-Z as a rotating DJ at Mohegan Sun Casino & Resort.



**JUNE ARCHER**  
FOUNDER / TEACHER  
JA JUNEARCHER  
SA SCHOOL OF ARTS

Facebook, Instagram, Twitter icons



**STEVIE GLASS**  
FILMMAKING / TEACHER  
JA JUNEARCHER  
SA SCHOOL OF ARTS

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New York Film Academy graduate with over a decade of experience making documentaries, music videos, and short films. Steven worked as a director for Fuse TV before launching his own company.



**RACHEL JONES**  
GRAPHIC DESIGN / TEACHER  
JA JUNEARCHER  
SA SCHOOL OF ARTS

Facebook, Instagram, Twitter icons

Over 15 years working as a graphic designer. Art Director at a boutique agency who has completed projects for Fortune 100 companies including Google, American Express, Ebay, and more.



**DJ COMMISH**  
DJ TEACHER  
JA JUNEARCHER  
SA SCHOOL OF ARTS

Facebook, Instagram, Twitter icons

Commish started his career as a DJ at NYC nightclubs, day parties, and in-store events at Macy's. DJ Commish has elevated to corporate bookings, has built a live audience of 10,000 for his weekly online show, and launched Commishradio.com.

# Special Guests

Industry experts share their stories with JASA students.

- Corey "CL" Llewellyn (Digiwaxx Media)
- Tavia "Boss" Mapp-Deterville (Tavia MD)
- DJ Buck (Hot 93.7)
- Julian Alexander (Slang, Inc.)
- Derek Pearson (Roc Nation Records)
- Ron Stewart (Warner Records)
- Jeremy Bettis (G Unit Records)
- Two Lewis (Hollywood Manager)
- Jasmine "Ms. Chalant" Brito (Sony)

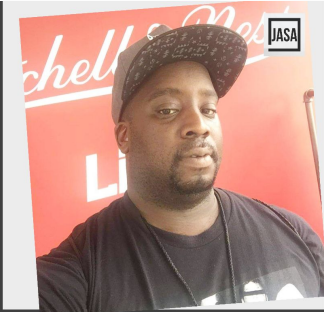


“ Once you realize your dreams, don't stop there. Dream Bigger! ”

-June Archer



# Special Guests



**COREY "C.L." LLEWELLYN**

GUEST SPEAKER / DIGIWAXX

JA JUNEARCHER  
SA SCHOOL OF ARTS



Owner Digiwaxx Media which discovers and digitally distributes new music worldwide.



**TAVIA "BOSS" MAPP-DETERVILLE**

GUEST SPEAKER / TAVIA MD

JA JUNEARCHER  
SA SCHOOL OF ARTS



Entrepreneur behind Tavia (TMD). Public relations, brand manager for Thisis50.com.



**DJ BUCK**

GUEST SPEAKER / HOT 93.7

JA JUNEARCHER  
SA SCHOOL OF ARTS



Program Manager, DJ, and Radio personality for Hartford's 93.7 FM.

# Special Guests



Grammy Award Winning Graphic Artist - Album Covers. Led design teams for Nike, Target, and Stella Artois.



Lifestyle Marketing / Artist Development and Radio Promotions Executive for Roc Nation.



Vice President at Warner Records. Has years of management, branding, marketing, digital marketing.



# Special Guests



**JEREMY BETTIS**

GUEST SPEAKER / G-UNIT RECORDS

JA JUNEARCHER  
SA SCHOOL OF ARTS



Digital Marketing Manager & Executive Producer  
for G-Unit Records / Thisis50.com.



**TWO LEWIS**

GUEST SPEAKER / ENTREPRENEUR

JA JUNEARCHER  
SA SCHOOL OF ARTS



Hollywood Manager, Entrepreneur and  
Philanthropist. Manager of Actor and Spoken Word  
Artist Omari Hardwick and a host of other talent.



**JASMINE "MS. CHALANT" BRITO**

GUEST SPEAKER / SONY

JA JUNEARCHER  
SA SCHOOL OF ARTS



VP of Marketing - Universal Music Group.  
Former Dir of Marketing Sony Music Entertainment.



# JA | JUNEARCHER SA | SCHOOL OF ARTS



**Dr. Stacey "STEM" Williams** is a STEM education specialist and consultant and an adjunct professor with 20+ years of teaching experience. She has a Masters of Arts in Curriculum and Instruction and a PhD in Higher Education Administration. Her dissertation: Persistence among minority STEM majors. A Phenomenological Study.



**Duane Pierre** has run Paradym Academy for over 20 years and served over 14,000 youth in Greater Hartford Area. He has delivered courses on media literacy, multimedia creation, and production. His curriculum are designed to reinforce student Core Skills and Student learning objectives. His student's projects have been featured on PBS Newshour.



**Paige Rasid** has worked as a graphic designer and marketing executive for a Fortune 500 company and is the former COO of Connecticut Technology Council, a membership organization of tech companies in Connecticut. She managed the Women of Innovation(r) program for over ten years and designed the accompanying Girls in Technology scholarship and enrichment program.



**Antwaine Debnam** is an entrepreneur and inventor. He is a Hartford native that has built a product and business from the ground up without any angel or venture capital, by focusing on sales. He was awarded a United States Patent for his product "Tripletote" and took home three awards at the CT Entrepreneurship and Innovation Awards at Yale.

# JUNEARCHER SCHOOL OF ARTS

## Package One - JASA Sampler

- One Course with Ten (10) Classes
- Classes: (1) Orientation, Two (2) Business, Two (2) Graphic Design, Two (2) Film, Two (2) DJ, (1) Graduation Class
- Maximum 25 Students per Class

## Package Two - Take Two

- Choose Two (2) Courses with Twelve (12) Classes Each
- Maximum 25 Students per Course

## Package Three - JASA Suite

- All Four (4) Courses with twelve (12) Classes Each
- Maximum 25 Students per Course

## Package Three - JASA Suite Rotation

- Full Year, Three Trimesters of All Four (4) Courses
- Students Rotate, Taking Three (3) of the Four (4) Courses
- Four Courses with Twelve (12) Classes Each
- Maximum 25 Students per Course, per Trimester
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**\*\*Contact Program Coordinator about prices**

## **Courses for School Year 2023 - 2024**

- **The Science of Sound - DJing**
- **Inside the Music Business**
- **Intro to Graphic Design**
- **Fundamentals of Filmmaking**
- **Photography**
- **Intro to Computer Animation**



Take courses based on real life experiences from June Archer.

June is a Windsor, CT native who started as a National Recording Artist and elevated to Music Industry Executive and TV Personality. He's worked with artists such as Beyonce, Jay-Z, Chris Brown, 50 Cent, Omarion, and many more.

**For more info, email:**  
[JASchoolOfArts@gmail.com](mailto:JASchoolOfArts@gmail.com)