

ADVANCED MEDIA PRODUCTION TECHNOLOGY CERTIFICATE PROGRAM

The Advanced Media Production Technology (AMPT) certificate program is designed to connect graduates with employment opportunities in the expansive field of digital media production.

Program Description

“Students in the AMPT Program work with professionals in the vast arena of the digital media production industry, and get an immersive experience in learning the technology while developing dynamic content for a range of applications.”

MATT WOOLMAN

VCUarts Executive Director of Entrepreneurship

AMPT is a hands-on, project-based program that brings disciplined craftsmanship together with innovative technology to help students define and drive dialogue on the future of sound, sight and motion design. Students are encouraged to approach the development of digital media with a cross-disciplinary, entrepreneurial spirit and to apply information and communications technology in novel ways.

Students entering new media industries, such as gaming or post-production, must master the specific artistic demands and technologies of the trade, and AMPT is designed to give them the training and exposure they need. Students must also have an understanding and a reasonable amount of experience with a wide variety of disciplines including, script and story development, digital video camera and acquisition technology, audio production, audio post-production, video editing, digital photography, 2d animation, 3d animation, compositing, and basic live film production. AMPT provides this broad base of skills while requiring students to concentrate one of three professional areas: audio production, digital cinema production, or post-production.

AMPT is a stand-alone, 24 credit hour, post-baccalaureate undergraduate certificate program. Students must possess baccalaureate degree from an accredited academic institution in order to apply for admission.



The AMPT Program is targeted toward students with a bachelor's degree who are pursuing the study of advanced digital media production and post-production techniques; the aim is to blend creative skills with the technical expertise required to compete for employment.

MIX MAGAZINE
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Learning Outcomes

“It’s not just about lighting and design, or art direction, any more. It’s about taking an idea and thinking about it broadly, and about the different media that it can be expressed in. We need people who are at ease with all kinds of technologies, and not just the ones that exist today.”

MIKE HUGHES

Co-Founder and Former President, The Martin Agency

Upon completing the AMPT Certificate Program, students will know and know how to do the following:

- * **Evaluate and determine production goals for digital media.**
- * **Create and produce professional level digital media.**
- * **Demonstrate broad-based knowledge in the core components of audio production.**
- * **Demonstrate broad-based knowledge in the core components of post-production.**
- * **Work in professional post-production businesses and virtual production environments.**



Curriculum

Fall	Spring
AMPT 401 Listen & Capture (3 cr.)	AMPT Topic Elective (3 cr.)
AMPT 402 Editorial Storytelling (3 cr.)	AMPT Topic Elective (3 cr.)
AMPT 403 Emerging Digital Cinema (3 cr.)	AMPT Topic Elective (3 cr.)
AMPT 404 Script (3 cr.)	AMPT 495 / 496 / or 497 Capstone Elective (3 cr.)
Total Fall credits: 12	Total Spring credits: 12

TOPIC ELECTIVES

AMPT 420 Talent
 AMPT 421 Mobile Application Development
 AMPT 422 Audio for Gaming
 AMPT 423 Motion Graphics
 AMPT 424 Music Production Techniques
 AMPT 425 Light
 AMPT 426 Foley and Sound Design

CAPSTONE ELECTIVES

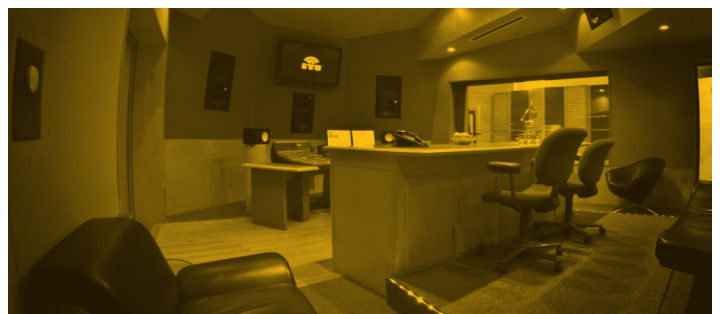
AMPT 495 Sound Manipulation
 AMPT 496 Finishing the Story
 AMPT 497 Mastering Digital Cinema

Tuition

FULL TIME: 12 credit hours per semester
 \$14,500* to complete the 24-credit certificate program.

PART TIME: Less than 12 credits hours per semester
 \$605* per credit hour

* Tuition does not include mandatory university fees.
 All rates are subject to change. Please visit this link for detailed information: accounting.vcu.edu/tuition/



Frequently Asked Questions

How do I apply?

Click the **Apply Now** button located on the bottom of the page at: depot.vcu.edu/advanced-media-production-program/

Is AMPT a graduate program?

AMPT is a 24-credit Post-Baccalaureate Undergraduate Certificate Program.

An undergraduate degree from an accredited 4-year college or university is required to apply for admission.

Do you have Fall and Spring admission?

The AMPT Program is Fall admission only.

Can I enroll part time?

Yes. Enrolling in less than 12 credits per semester is considered part-time.

Are AMPT course credits transferable?

Transferring AMPT credits is always at the discretion of the targeted college/university and program.

Where can I find course descriptions?

The complete list of required and elective course descriptions can be found at: bulletin.vcu.edu/azcourses/ampt/

What is the tuition?

Full time tuition is \$14,500* (\$7,250 per semester) to complete the 24-credit certificate program.

Part time tuition (less than 12 hours) is \$605* per credit hour.

* The tuition is the same for Virginia and Non-Virginia Residents. Tuition does not include mandatory university fees. All rates are subject to change. Please visit this link for detailed information: accounting.vcu.edu/tuition/

What days and times are the classes scheduled?

All classes are scheduled 7-9:40P, Monday through Thursday. This evening schedule allows students who work full-time to complete the program without interruption to their professional commitments.

Where do the classes take place?

All classes take place at In Your Ear Music and Production, a state-of-the-art, full service audio/visual production facility located at 1813 East Broad Street, Richmond, Virginia 23223. www.lobe.com

Will I need my own computer? What about software?

Students are required to have current model high-end laptop: Apple Macbook Pro is recommended but not mandatory.

Software: Educational Version of Adobe Creative Suite. Additional software may be required depending on the course.

Will I be taught how to work the big consoles, like the 24- or 32-channel boards?

The industry is moving away from big consoles and toward the Digital Audio Workstation (DAW). There are many control surfaces available for DAWs to incorporate large console functionality: Avid ICON can be used for Protools, and Avid controllers for Steinberg products. We do cover traditional analog signal routing and processing in some lessons, so if you do encounter a large format console you will be familiar with the concepts of signal flow, EQ, dynamics, gain staging, and the patchbay.

Will I have access to the facilities outside of class?

The studio facilities will be available on a reservation basis outside of class times.

Frequently Asked Questions

Are internship or professional work opportunities available?

The program is designed to connect students with internship and professional opportunities while enrolled in the program and after receiving the certificate.

What kind of job can I get upon graduating?

The program is designed to prepare students to work independently, or in departments or companies providing digital media development for advertising, entertainment, education and corporate communication. Our goal is provide an educational experience to develop a well-rounded proficiency in digital media production. Since AMPT courses are taught by working industry professionals, career development and entrepreneurship are heavily integrated into our curriculum.

AMPT graduates can expect job opportunities in the film, music, and gaming industries, as well as the marketing and communications departments of fortune 500 companies. Many of the positions below should be available to AMPT grads, however positions marked with asterisk will require exceptional capabilities and additional experience for that specific position.

Film Industry: Production

- Grips
- Gaffers
- PA
- Camera PA
- 1st or 2nd AC

Film Industry: Post-Production

- Assistant Editor
- Graphics Design - Visual Effects *
- Composer *
- Sound Designer *
- Audio/Dialog Editor
- Music/Audio Industry
- Audio Engineer *
- Foley Artist
- Live Sound / various crew positions
- Location Sound *
- Composer *
- Producer *

Marketing/Communications

- Web Design
- Videography - various crew positions
- Video / Audio asset management
- eBook Creation
- App Development*

Gaming Industry

- Game Artist *
- Assistant Producer
- Animator *
- Audio Engineering
 - Editor - Asset Manager
 - Audio Programmer *
 - Sound Designer *
 - Location Sound Recordist
- Programmer *
- Motion Capture Supervisor *

What is the guarantee that I will get a job upon graduating?

Regardless of the training, there is no guarantee you will receive a job. Our core mission is to do everything possible to make our students fully prepared to take advantage of opportunities presented by the industry. In the end it will be those students with the talent, skills, determination, and personality who will achieve successful employment.

Center for the Creative Economy

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arts.vcu.edu/creativeeconomy



Please contact Matt Woolman, executive director of entrepreneurship, with inquiries about the AMPT Certificate Program: phone **804-827-1868** or e-mail mwoolman@vcu.edu.