

# INTERACTIVE MEDIA ARTS

## MEDIA SPECIALIZATION

**2-YEAR  
DIPLOMA**

Create powerful messages through audio or visual productions, and develop your passion for television or radio environments. Learn how to communicate compelling stories within any audiovisual production role.

## Why should you choose Interactive Media Arts with a Media Specialization?

### 1 Indulge your creativity

Looking for a creative outlet? The Interactive Media Arts two-year diploma program is your chance to indulge your creativity and excel in a hands-on career in television, radio or film. Our experienced instructors push you to develop your narrative craft, tackle news reporting, and master technical skills in audio, video and multimedia to broaden your mind and prepare you for the workforce.

### 3 Let your personality shine

Be a college radio personality, produce documentary films, do live television broadcasts on our Westman Newsline television show, and push yourself to find creative ways to showcase your ideas. Graduates have gone on to work with major news and entertainment networks, production houses and digital agencies. Be a part of this creative and thriving community of industry professionals.

### 2 Be a go-to in the workplace

Hone your craft across a wide range of audiovisual environments. The media specialization teaches you to write, announce, shoot, record, edit and produce items for broadcast, cable and audio/visual departments. This flexible comprehensive program will prepare you for entry-level broadcast roles within a team. Get on-the-spot formative feedback to improve your skills.

### 4 Get inside the industry

We offer an eight-week work practicum at the end of your second year of study to help you build on your strengths and start making industry connections before graduation. Our past partners include Bell Media, CBC, CTV, Global Television and Westman Communications Group.

### FULL-TIME, ON-CAMPUS TIMELINE:

<b>SEPTEMBER</b> Year 1 fall term begins	<b>JANUARY</b> Winter term begins	<b>SEPTEMBER</b> Year 2 fall term begins	<b>JANUARY</b> Winter term begins	<b>MAY</b> Practicum placement	<b>JUNE</b> Graduation
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Program delivery options:



Victoria Avenue East Campus

## ADMISSION REQUIREMENTS

- A complete Manitoba Grade 12 or equivalent
- English 40G/40S or equivalent with a minimum mark of 65%

English is the language of instruction at Assiniboine. All applicants educated outside of Canada or in a country not on the test exempt list are expected to meet the English language proficiency requirement. See [assiniboine.net/elp](http://assiniboine.net/elp) for more information.

## UNIQUE LEARNING EXPERIENCES

- Well-equipped modern (Mac and PC), audio and video labs
- Emphasis on hands-on, practical work in labs and Assiniboine's own radio station, as well as live TV and radio production
- Community involvement at local events and interaction with industry professionals

## GRADUATION REQUIREMENTS

To graduate with an Interactive Media Arts diploma, students must successfully complete 147 academic credits and 8 practical credits. Students may choose to exit after year one with an Interactive Media Arts certificate if they successfully complete 78 academic credits.

The minimum passing grade for each course is indicated on the course outline.

## CONNECTIONS

Assiniboine has a number of agreements with other colleges, universities and professional organizations, making it possible for students to apply credit taken at Assiniboine to programs at other institutions. For up-to-date information on agreements, visit [assiniboine.net/register](http://assiniboine.net/register) or the program page.

## CAREER OPPORTUNITIES

Graduates of the media specialization are qualified for numerous positions in the technical fields of audio, video and multimedia productions, as well as media communications. Prospective employers include audio, video and multimedia production houses, corporate and educational video production houses, recording studios, music and public address audio services, cable and community TV, radio and TV stations. Opportunities also exist as independent (freelance) audio and video producers.

## PROGRAM FEES (DOMESTIC ONLY)

Tuition, fees and Students' Association fees total approximately **\$5,570** for year one and **\$5,590** for year two (plus an additional **\$1,600** in extracurricular costs).

Estimated costs for books and supplies are **\$640** for year one and **\$410** for year two.

*All fees are estimated and subject to change without notice.*

## NEXT STEPS

Apply now! Visit [assiniboine.net/applynow](http://assiniboine.net/applynow). For more information on this program, visit [assiniboine.net/media](http://assiniboine.net/media).

## COURSES 2020-21

NUMBER	COURSE TITLE	CREDITS
<b>YEAR ONE</b>		
MEDP-0054	Audio Production 1	6
MEDP-0055	Audio Production Laboratory 1	3
MEDP-0056	Digital Audio *	6
COMP-0464	Digital Design *	6
MEDP-0057	Digital Video *	6
COMM-0296	Journalism 1	3
COMM-0297	Journalism Laboratory 1	3
COMM-0298	Media and Human Communication	3
COMM-0299	Media Writing 1 *	3
COMM-0300	Media Writing 2	3
COMP-0466	Multimedia 1	6
COMP-0467	Network * *	6
MEDP-0058	Production Laboratory *	3
MEDP-0059	Radio Production 1	1.5
MEDP-0060	Radio Production Laboratory 1	3
MEDP-0061	Video Production 1	4.5
MEDP-0062	Video Production Laboratory 1	3
ARTS-0014	Visual Communication *	6
COMM-0136	Writing Skills *	3
<b>YEAR TWO (Multimedia Producer major)</b>		
MEDP-0063	Audio Production 2	6
MEDP-0064	Audio Production 3	6
MEDP-0065	Audio Production Laboratory 2	4.5
MEDP-0066	Capstone Project (MMP)	9
MEDP-0068	Directing and Producing	3
BUSN-0146	Industry Encounter	3
BUSN-0145	Interactive Business Practices	3
COMP-0494	Multimedia 2	6
COMP-0495	Multimedia 3	3
MEDP-0069	Non-Linear Post Production	3
PRAC-0228	Practicum - MDIA	8
MEDP-0073	Production Techniques 1 (MMP)	3
MEDP-0074	Production Techniques 2 (MMP)	6
BUSN-0143	Professional Practices 1	1.5
BUSN-0144	Professional Practices 2	1.5
MEDP-0079	Video Production 2	6
MEDP-0080	Video Production Laboratory 2	4.5
<b>YEAR TWO (Writer/Producer major)</b>		
MEDP-0067	Capstone Project (WPR)	9
BUSN-0146	Industry Encounter	3
BUSN-0145	Interactive Business Practices	3
COMM-0305	Journalism 2	6
COMM-0307	Journalism 3	3
COMM-0306	Journalism Laboratory 2	6
COMP-0494	Multimedia 2	6
COMP-0495	Multimedia 3	3
PRAC-0228	Practicum - MDIA	8
MEDP-0070	Pre-Production 1	3
MEDP-0071	Pre-Production 2	3
MEDP-0072	Pre-Production 3	6
MEDP-0075	Production Techniques 1 (WPR)	3
MEDP-0076	Production Techniques 2 (WPR)	6
MEDP-0077	Radio Production 2	3
MEDP-0078	Radio Production Laboratory 2	6
* These courses are common to both specializations.		

*Note: Timelines, applicable industry experience, and teaching methodology will depend on program delivery choice; program information sheets subject to change without notice. Visit [assiniboine.net](http://assiniboine.net) for the most up-to-date information.*

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