



ASSINIBOINE
COMMUNITY COLLEGE
FOUNDATION

CENTRE FOR CREATIVE MEDIA

AT ASSINIBOINE COMMUNITY COLLEGE

THE PROJECT

Assiniboine College is creating a new leading-edge Centre for Creative Media (CCM) at its Victoria Avenue East campus in Brandon. This 8,000 square foot Centre will house new equipment, replacing older outdated models, and integrate technology into a single space, training graduates for rapidly changing, technology-driven careers in media, communications, design and development.

This is a transformational time for media and digital arts programs at Assiniboine. Following program review and consultation with industry partners, the college is excited to launch three new programs designed for the current needs of industry, starting in September 2021:

- Digital Art & Design
- Web and Interactive Development
- Media and Communications

Combined, these programs will be able to welcome 120 students each year, up by more than 30% from previous program capacities. The new program cluster replaces the Interactive Media Arts program with Media and Interactive specializations

This new Centre co-locates program areas in one location, significantly upgrades equipment and facilities, creates a better learning environment for students and allows for industry and community use. This includes:

- digital video, audio, and news management technology to support television and radio broadcast
- creative and collaborative classroom spaces for the development and exploration of interactive web, mobile, animation, and gaming
- dedicated, specialized classroom and simulation laboratory facilities.

IMPACT

With the development of the new Centre for Creative Media, students and faculty will interact in one cohesive area, in an immersive, high-paced atmosphere.

The CCM will not only increase the teaching and learning space available to students, but also allows for collaboration between students across disciplines, helping to teach transferable skills including teamwork, communication, leadership, and project management.

Building the 8,000 square foot Centre for Creative Media offers several additional benefits to learners, employers, and the community:

- Students will train in an industry-standard space on industry-standard equipment.
- The CCM will have a dedicated makerspace. Makerspaces are creative workshops for interdisciplinary learning, inquiry, and exploration designed for collaboration, critical thinking, and inspiration.
- Serve as a venue to host and record and televise both radio and broadcast events that are essential news coverage to the community
- Provide showcase space to host advisory committee events to display student work, integrating employers more closely with students

IMPLEMENTATION

Assiniboine is looking at a funding model for the \$4.7 million project as follows:

- \$3.5 million in construction and related costs;
- \$1.2 million in equipment costs.

CONCLUSION

Assiniboine Community College is committed to delivering programs and training needed by Manitoba businesses and wanted by students.

The result will allow students to better equip themselves for a market that has already moved to a more independent work situation. It will also provide a range of spaces, labs and equipment that can be leveraged by the industry and the community.

DONOR RECOGNITION

Your gift to Assiniboine Community College Foundation is tax deductible, and multi-year pledges are gladly accepted. We simply invoice you every year for the duration agreed upon.

Supporters of \$1,000 and over will have their name on a donor plaque at the CCM Centre and listed with ACColade, the Assiniboine Community College recognition structure that acknowledges individuals and organizations that support us over the years.

FOR MORE INFORMATION PLEASE CONTACT:

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