



**PETERS
SCHOOL**
Business

Eligible for
**FINANCIAL AID
& AWARDS**

MEDIA AND COMMUNICATIONS

2-Year Diploma

Make the stories you want to tell happen. Create powerful messages through audio or visual productions and gain the technical skills to bring those narratives to life.

PROGRAM LEARNING OUTCOMES

- ▶ Perform technical skills, including camera operation, audio recording, lighting, editing, and post-production for television, radio, film, digital, and audio content creation.
- ▶ Develop and execute effective storytelling techniques.
- ▶ Analyze audience and client needs in order to develop content that is relevant and engaging to their intended demographic.
- ▶ Communicate and collaborate creatively, meaningfully, and respectfully with team members.
- ▶ Apply critical thinking and problem-solving skills to independently address challenges and develop solutions in a fast-paced media environment.
- ▶ Complete work to meet industry standards and best practices, including legal and ethical considerations and social responsibility.
- ▶ Maintain professionalism, attention to detail and quality of work under tight deadlines and in a fast-paced environment.
- ▶ Adapt to changing technologies and trends, demonstrating a willingness to learn and grow as a professional in a dynamic and evolving industry.

You might be a good fit for this program if you would enjoy:

- ▶ Applying your natural curiosity about the world and harnessing your eagerness to learn.
- ▶ Talking to people and learning their stories.
- ▶ Creating and sharing audio, video and written content.
- ▶ Learning and playing with new technology and equipment.
- ▶ Working as part of a creative team.



Campus/Delivery Options
Victoria Avenue East campus



Available Intakes
September



Work Integrated Learning
8 weeks

EXPECTATIONS

Program and Industry

- ▶ Be reliable, punctual and regularly attend work.
- ▶ A valid driver's license and access to a vehicle is strongly recommended given the potential need to travel for practicum placement.
- ▶ Communicate effectively with team members and clients.
- ▶ Work a variety of shifts, including nights, evenings and weekends.
- ▶ Continually seek and be open to feedback and critiques.
- ▶ Listen to direction and act on that accordingly.
- ▶ Maintain professionalism, attention to detail and quality of work under tight deadlines and in a fast-paced environment.
- ▶ Manage projects and time effectively, meeting deadlines and delivering work within industry standards and best practices.
- ▶ Perform static and physical tasks, such as sitting and using a computer.
- ▶ Perform physical tasks, such as operating and maintaining equipment of various sizes in a variety of environments.

- ▶ Use and keep up to date with changes in technology and be willing to continuously learn and adapt.
- ▶ Work in a collaborative team environment or independently as the situation requires.
- ▶ Take ownership of your work and be accountable for meeting deadlines, communicating progress, and solving problems independently as they arise.

CAREER OPPORTUNITIES

- ▶ Media production houses
- ▶ News outlets
- ▶ Film companies
- ▶ Radio stations
- ▶ In-house production teams of large companies
- ▶ Audiovisual companies
- ▶ Live event venues
- ▶ Entrepreneurs
- ▶ Freelance

ADMISSION REQUIREMENTS

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

NEXT STEPS

Confidence in the career path you choose to embark on is key, and selecting the right program for you is the first step. At Assiniboine, we offer an opportunity to explore and experience a program before applying. Choose to:

SPEND A DAY WITH US

Our Spend a Day program runs from November to March for most programs. When you spend a day at Assiniboine, we partner you with a current student in the program of your choice and you will have the opportunity to:

- ▶ Participate in classroom activities
- ▶ Experience college life
- ▶ Explore all of our helpful services for students
- ▶ Meet current college students and instructors
- ▶ Enjoy a free lunch on us!

assiniboine.net/spendaday

ATTEND AN ONLINE INFO SESSION

Our free, live online information sessions give you the inside scoop on the program you're interested in and life at Assiniboine. Register in advance and from the comfort of your own home, log in to learn about Assiniboine.

assiniboine.net/infosessions



Ready to Start?
APPLY NOW!



assiniboine.net/mediacommunications