

Media and Communications (two year post-secondary diploma)

Please read and think about the following information below carefully to decide whether this program is a good fit for you. This information may change and is simply intended to offer you a helpful perspective on what you will experience in this program.

- Orientation:** Typically, during the last week of August (**Required** for all students).
- Program Dates:** September through April (Year 1 courses); May through August (summer break); September through April (Year 2 courses); May and June (Practicum).
- Scheduled Breaks:** Last week of December and first week of January (two weeks); first week of March (one week). Check your registration for exact dates.
- Post-Graduation Work Permit length:** Up to 3 years.
- Schedule:** Monday to Friday as early as 8:00 a.m and as late as 6:00 p.m.
- Campus Location:** 1430 Victoria Avenue East, Brandon, Manitoba. See campus information [here](#)

What You'll Study:

All students will complete a "College Foundations" online course to develop the skills and attitudes of a successful Canadian student and employee.

Courses in the theory and practice of all stages of audio/radio and video/TV communication, for example, writing, announcing, sound, film, editing and producing.

Many courses apply the theory to the "tools", like cameras, microphones, lighting, sound production, audio boards and equipment—and others.

Many of the "tools" will be computer software programs. You will need to be very comfortable with the Windows operating system and capable of learning to use **new** software programs and other technology, quickly and correctly. If you have doubts, try quizzes here:

<https://www.digitalliteracyassessment.org/> If you have difficulty with these quizzes, this program may not be a good choice for you.

Develop your writing skills for journalism and documentary purposes. Research and interview and then create factual content and effective story-telling on a variety of topics.

Study the "business" side, like marketing and budgeting. Develop self-employment, leadership and project management skills.

See course descriptions [here](#). Click on the "Courses & Costs" tab.

See PDF document on [this page](#).

How You'll "Learn By Doing"

Most of the learning will **not** be "lecture style". Our instructors will explain and demonstrate, but then support you as *you* apply the learning.

Be a college radio personality, produce documentary films, do live television broadcasts on our Westman Newline television show, and push yourself to find creative ways to showcase your ideas.

Every assignment connects you to our broader communities and gives you hands-on opportunities to try new things and gain new skills.

Practice putting your stories into a range of audio and visual formats, including podcasts, documentaries and broadcasts.

In your “capstone” project in Year 2, choose an area of interest and complete a major project, integrating skills and knowledge from past courses.

At the end of Year 2, you will complete a two-month (unpaid) work practicum in a related industry firm. This helps build on your strengths and gives you the opportunity to make industry connections before graduation. Past practicum partners include Bell Media, CBC, CTV, Global Television and Westman Communications Group.

What You’ll Need to Do to Graduate

Attend all classes: participate in activities, ask questions, complete all evaluations. Do **not** plan vacation/a trip home outside of regularly scheduled college breaks.

Purchase required laptop, books and supplies. This is a Bring Your Own Device program. You will be **required** to purchase a specific type of laptop for use on- and off-campus. Because of the content in this program, you will require a higher-end laptop with specific technical features. **Follow the specifications [here](#).** Also, see [this page](#) and click on the “tools & supplies” tab for tools you **must** purchase.

Pass all courses and maintain a Grade Point Average of 2.0 minimum (C--60%). Passing many courses with only a D (50%) can make your GPA too low to graduate. Re-testing is (usually) **not** an option. If you fail a course, it may not be available again until the following year and/or you could become a part-time student.

English only during class. All English skills are important, including *strong* skills in listening, writing, reading and editing. Evaluation could include assignments, individual and group projects, and presentations in English.

No personal cell phone use during class activity.

Do your own work. Cheating, not referencing sources of your ideas, or using other people’s work (current or previous) will result in failing grades, probation or suspension.

Be respectful of all students and staff and work co-operatively in teams.

Ask for help when you need it!

How Assiniboine College Can Help You

Trained instructors will share their knowledge and experience from the industry, and will give you frequent and specific feedback on your progress.

Learning Commons staff can assist with study and test taking skills, mathematics, writing reports or term papers, and some tutorial support.

Student advising staff offer support for academic planning and can refer you to resources outside the college such as counselling, housing, and other supports.

A Regulated International Student Immigration Advisor can answer questions related to permits.

Job Options for Graduates

This program will prepare you for entry-level content creation roles within a team. Graduates have become camera operators, news and sports journalists, cinematographers, editors, VJs, radio DJs, film industry technicians, audio producers, live production operators, live sound engineers and content creators.

Prospective employers include: media production houses, news outlets, film companies, radio stations, in-house production teams of large companies, audio-visual companies and live event venues.

Graduates have gone on to work with major news and entertainment networks, production houses and digital agencies.

Graduates may find additional work as a self-employed contractor.

Possible jobs on Manitoba In-Demand Occupations list: [5225-Audio and video recording technicians](#) or [5131-Producers, directors, choreographers and related occupations](#).

Other Important Information

“Co-op work permit” will be required by Immigration, Refugees and Citizenship Canada before you start the practicum placement. Your letter of acceptance will allow you to apply. Apply for this **early**, as processing time is very long! See IRCC website [here](#).

You must be ready to buy an expensive laptop and other tools **early** in the program. **Not** included in tuition. **You cannot be successful in the program without these things.**