



For Immediate Release

AMPIA and NAIT partner to deliver Continuing Education Certificate Programs

March 15, 2018, Edmonton – The Alberta Media Productions Industries Association and NAIT’s Department of Continuing Education have come together to offer two new Certificate programs in **Digital Cinema Production**, and **Immersive Technologies and Storytelling**.

Film and television production is one of the largest industries in the world. With the rise of streaming platforms like NETFLIX competing with traditional broadcasters and studios, the appetite for high-calibre fiction and non-fiction content in the global marketplace is growing faster than ever. Designed and delivered by award-winning industry professionals, the **Digital Cinema Production** course is for participants interested in starting a career in dramatic or documentary production, passionate hobbyists looking to improve their skills or companies interested in acquiring the skills to use visual storytelling to elevate their brand. Participants will learn industry secrets of acquiring and creating a strong story along with the technical skills and core competencies of executing live action digital screen production.

In the media world, technology is rapidly changing leading to new ways to tell stories and reach an audience. The **Immersive Technologies and Storytelling** course will focus on the changing marketplace in the industry and how storytellers can become leaders through technology and innovation in the industry. Participants will discover how to merge the technology and storytelling worlds together by learning how to first approach which platform is best for your audience. This course will cover 3D, Cinematic VR, AR, MR, stitching, directing, post and preproduction along with marketing and funding.

These two certificate courses are offered in partnership with the Alberta Media Industries Association, the oldest screen industry association in English Canada. In the last five decades, its producer members have garnered hundreds of national and international awards in feature film and television production.

“This is a great opportunity for the NAIT Computer Training Centre to form a partnership with AMPIA through which we hope to deliver the Digital Cinema Production, and Immersive Technology and Storytelling Certificate programs. We are looking forward to collaborating with them to provide us with resources to ensure the very latest technology and techniques are utilized to make a great learning experience for the students taking the Digital Cinema, 3D, VR, AR, and MR courses” said Surinder Padem, CTC Program Manager, NAIT.

“AMPIA is excited to partner with NAIT, an institution known for innovative and successful training programs. These two new programs will allow those new to the digital media industry as well as established media professionals the opportunity to hone their skills and learn about new technologies that are changing the way we tell and share stories.” – Bill Evans, Executive Director, AMPIA.

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About AMPIA

AMPIA is a vibrant non-profit professional association representing the interests of Alberta film, television and interactive digital content creators. We are producers and craftspeople who develop, produce and market our stories across screens and platforms throughout the world. AMPIA is also host of The Rosies, the annual Alberta Film and Television Awards.

For more information, contact:

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