



ACADEMY *of* ART UNIVERSITY®

# School of Communications & Media Technologies







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# Program Overview

We provide a hands-on approach where skills are learned by doing. You will produce your own content, ranging from music videos and podcasts to broadcasting programs and virtual reality. Learn how to use cutting-edge media to communicate on all screens and keep pace with an ever-changing media landscape.

## OUR MISSION

A degree in Communications & Media Technologies opens the door to the future of media and entrepreneurship. Keep pace with an ever changing media landscape. We provide a dynamic education of essential modern media skills including foundations in storytelling, broadcasting, journalism, and mobile platforms.

There is a dual emphasis on interpersonal and mass communication, and a focus on skills that are immediately employable. Under the guidance of industry experts, you will learn to shoot, edit, write, and host your own productions, and learn to stream and broadcast them on multiple platforms. Start your journey to a cutting-edge career now.

## WHAT SETS US APART

- Hands-on. You will shoot and edit from day one
- All Media. From broadcast to mobile streaming, you will be followed by an audience of hundreds of thousands worldwide
- Current. Our studios and classrooms are equipped with latest industry technology
- Location. You can rub elbows with media's "Who's Who" in a neighborhood with hundreds of the biggest media startups and broadcasters
- Experience. You will learn from industry professionals who will be your instructors and professional mentors
- Real-World. You will work with real clients on real-world projects



Academy's Got Talent Student Judges



# What We Teach

You will gain the skills demanded in today's marketplace with our hands-on program. Our courses are guided by industry professionals in facilities operating with the latest production equipment and software. Fly a drone, create virtual reality, host your own broadcast show, podcast, or webseries, and perform on virtual sets in one of the school's three studios.



## BUSINESS OF MEDIA

A creative career needs sound business management, built on real-world experience. Gain that experience as you pitch and create productions for real clients, learn marketing through social media, and lead a team to manage our popular radio station: Urban Knights Radio on iHeart.



## IN-DEPTH PROJECT: STUDIO ENTERTAINMENT SERIES

Talent competitions and other reality programs are a staple of modern broadcasting. They require a team with a broad spectrum of skills, working closely together under time pressure. You and your team will take on the roles of host, producer, director, videographer, and editor to produce a weekly live studio series covering entertainment, art, food, and fashion.



## VISUALIZATION AND EFFECTS

Virtual reality, augmented reality, 360-video, and motion graphics account for the fastest-growing jobs in media. They require the skill to visualize things never before possible. You will use tools in graphics and animation to tell a story that crosses the boundaries of broadcast, web, and mobile devices.



## MEDIA SPECIALTIES

Drones are everywhere. Learn the aerial production skills that are in high demand. Esports is the fastest-growing entertainment segment in live production. Learn video game streaming and play-by-play. Apps are critical to a still-growing mobile world. Learn to turn your idea into a tool on your own phone.



## PERFORMANCE

Using voice and personality, today's performer entertains and informs on every platform—from broadcast to streamcast, both live and recorded, in studio and on location. Learn sports play-by-play, esports announcing, and YouTube channel promotion. Working alongside industry professionals, you will act as the talent and as a producer directing that talent.

# The Communications & Media Technologies Difference

We teach all media, from television and radio, to streaming video and social networking; from virtual reality and esports, to mobile and drone production. Get hands-on training from award-winning industry professionals as you create content with modern communications technologies.

## DRONE PRODUCTION

The drone industry has taken flight, introducing a new form of media production that pushes the boundaries of photography, journalism, and cinematography. Drone production classes give students the opportunity to be part of this exciting shift in communications. You'll gain hands-on experience with remote-controlled aircraft and create exciting aerial footage with an emphasis on creative storytelling. Students who complete the class will be fully qualified for employment as cinematographers and aero-journalists and prepared for federal certification.

## ESPORTS PRODUCTION

As the next billion-dollar industry, the esports industry will create careers for more than just the players. For those interested in the production of esports, we offer courses in broadcasting, production, streaming, advertising, social media, and promotion of esports events. Our esports tournaments and weekly events that are live-streamed on the internet are run by our students, giving you a real-world experience.





## VIRTUAL REALITY

Students in introductory virtual classes in the School of Communications & Media Technologies will learn how to use VR video production equipment and post-production software to create immersive 360-degree experiences. Advanced classes provide further training in immersive storytelling techniques. You will shoot with a variety of high-quality VR/360 camera rigs, learn how to manually stitch and stabilize video using professional stitching software, and practice advanced editing with Adobe Premiere.





**Our Instructors  
Walk the Talk**



# BY ARTISTS, FOR ARTISTS

The Academy's first instructor was school founder, Richard S. Stephens. A Paris-trained fine artist and working commercial designer, he taught what he knew—fine art and the commercial arts. Mr. Stephens believed that professional artists and designers are the best equipped to bring real-world practical experience to the students.

Academy of Art University is a place where those tasked to teach, mentor, and lead our students do so by example. Their willingness to share work-related experiences, insider insights, and their connections to industry gives you an invaluable competitive edge in your future career.





# Degree Options

## **BACHELOR OF ARTS (BA)**

Our Communications and Media Technologies BA program provides a dynamic education in essential modern media skills for storytelling — on-air and online. Under the guidance of industry experts, students learn to shoot, edit, write, and host their own productions using the latest technologies to stream and broadcast them.

## **MASTER OF ARTS (MA)**

Our MA program provides advanced study for students pursuing careers in communications and media technologies. Coursework focuses on short-form production, on-camera performance, multimedia writing, and journalism for broadcast as well as for streaming mobile devices. We also have courses that cover entrepreneurship in media. You will graduate from our program with a comprehensive portfolio or reel that showcases your industry-based talents.

# Our Facilities

Learning to use the software, tools, and equipment used by the industry is essential to preparing you to enter the work force. That's why we make it a point to keep our facilities as up-to-date as possible with current advancements in technology and equipment.

## FULLY EQUIPPED STUDIOS

Discover our world-class broadcast studios, equipped with green screens, teleprompters, tricaster, anchor desks, interview sets, interactive displays.

## LIVE RADIO STATION

Help produce programming for our live Urban Knights radio station. Produce music and talk shows 24/7.

## CONTEMPORARY & TRADITIONAL TECHNOLOGIES

Learn to tell stories using the best of both worlds: modern technologies and traditional broadcast methodologies.

## SOUND STAGES & BROADCAST STUDIOS

Step into the lights, cameras, and action in the communications & media technologies industry.





# Student and Alumni Testimonials

Our 50,000-plus Academy alumni are some of the most successful and sought-after professionals in art, entertainment, and design today. But we're just getting started. Our current pool of creative and innovative students are preparing to redefine the future.





**"Before I attended the University, I wasn't sure about my career path. The COM department's multitude of classes and amazing teachers have helped me feel confident in working in all aspects of production."**

**Amanda Jean Camarillo**  
*Production Assistant*  
*The Star Wars Show at Lucas Film*



**"Better than anywhere else, Academy's COM department will teach you how to wield every item in your digital storytelling toolbox. What they teach you about storytelling will help you for sure—trust me on that."**

**Casey Franco**  
*Digital Video Manager*  
*iHeart Media SF*



**"The instructors guided me through the multi-platform storytelling journey, challenging me and helping me discover my creative potential. This cutting-edge program led me to landing a great job!"**

**Camille de Guzman**  
*Marketing Account Manager*  
*Kingpin Communications*



**"My instructors were always available for extra tutorials and words of wisdom. They never let me give up on myself. I've formed my own production company, doing stand up comedy and working in radio too."**

**Terrell Butler**  
*Board Operator*  
*Alice Radio, 97.3 FM*

# Partnerships

As a communications and media technologies student, you will learn to produce both web and broadcast productions, including weekly live studio entertainment.

Students can assume a variety of roles and responsibilities such as hosting, on-camera talent, production, videography, and editing for shows such as Academy's Got Talent and Urban Knights Update.

## URBAN KNIGHTS RADIO

Help produce programming for our live, 24/7 student-run radio station available on the iHeartRadio app and [www.urbanknightsradio.com](http://www.urbanknightsradio.com). Urban Knights Radio is ranked in the top 3 of iHeartRadio college stations, and is operated by COM 351: Media Station Management, taught by industry legend Matty Staudt. The station plays everything from hip-hop, reggae, and rock to live performances and podcasts, like the 2016 Collegiate Podcast of the Year, *Shark Bait*.



**iheartradio**

Tune into Urban  
Knights Radio.com  
on your smartphone  
with the iHeart  
Radio app!



urban KNIGHTS radio.com  
THE SOUND OF ARTISTS



# Career Paths

As one of the top art and design schools in the country, Academy of Art University helps prepare graduates for a range of career opportunities. Our facilities, faculty, and hands-on learning approach are designed to provide you with the tools you need to succeed as a communications and media professional.

## COMMUNICATIONS JOB TITLES

Branded Content Producer/Visual Content Designer/  
Video Editorial Manager/Social Video Lead/Streaming  
Media Manager/esports Announcer/Analyst/esports  
Streaming Director/Digital Content Producer/  
Social Media Editor/ Social Media Content Creator/  
Augmented Reality Producer/Podcast Host/Producer/  
Radio Producer/Host/Radio Talk Show Personality/  
Video Producer/Editor/Digital Publication Reporter/  
Producer/Sports Play by Play Announcer/Analyst/  
Entertainment Reporter/Producer/Show Promotions  
Videographer/Drone Videographer/Editor

## SOCIAL MEDIA MANAGER

Social media manager is a high-profile position in every organization today. In this role, you are the link between the business and its customers and audience. Responsible for the brand, you build relationships and turn fans into loyal advocates.

## CONTENT PRODUCER

As a producer, you are responsible for the creative vision. You control the team and the process of pre-production, direction, shooting, writing, and editing, all under a deadline. The work is intense and immensely rewarding.

## VIDEO EDITOR

Turning raw footage into a niched story and doing it under tight deadlines is what wins awards. As an editor, you perform color correction, sweeten the sound, enhance video with motion graphics, and make a creative decision with every frame.

## ENTREPRENEUR

Launch an app, pilot an entertainment series, or fund your own documentary. Being your own boss, you get to make the creative choices and work with a team that shares your dream.

## WHO IS HIRING OUR ALUMNI

Google	CNN
Twitter	TiVo
Pottery Barn	Pandora
Apple	Adidas
Williams-Sonoma	CNET
GoPro	Stella & Dot
Microsoft	PayPal
Comcast Sportsnet	ABC Television
Sephora	



# Additional Learning Experiences

Academy of Art University has a hands-on program for every interest at every level. If you are looking to upgrade your career, explore something you have never tried before, or hone existing skills, we have a program for you.



## PRE-COLLEGE ART EXPERIENCE (PCAE)

This dual-scholarship program allows current high school students to take art and design courses at no tuition charge. In addition, they earn scholarship dollars towards future undergraduate studies at Academy of Art University.

Visit <https://www.academyart.edu/academics/pre-college-art-experience/> or call 415.274.2200 for more information.



## CONTINUING EDUCATION

Time for a career upgrade? Want to follow your passion? Learn, be inspired, and expand your creative potential by taking hands-on courses from industry-experienced faculty. Flexible art and design courses are available online and in San Francisco.

Visit <https://www.academyart.edu/academics/continuing-education> or call 415.274.2200 for more information.

## STUDY ABROAD

One of the best ways to learn about the world is to see the world. Take advantage of one or all of these exciting Study Abroad opportunities.

**The Liberal Arts Seminar** in Europe is a three-week intensive traveling course visiting some of Europe's greatest cities and collections.

**The Fine Art Intensive** in Italy takes you to Florence, Italy, for seven and a half weeks during Summer semester.

**The School of Fashion** offers awards and scholarships to study in Paris with Studio Berçot and L'École de la Chambre Syndicale de la Couture Parisienne.

**The Illustration Department** also has a summer semester in Florence emphasizing cultural awareness in painting and drawing.

For more information about these Study Abroad opportunities, including cost and visa matters, visit [www.academyart.edu/academics/study-abroad](http://www.academyart.edu/academics/study-abroad)

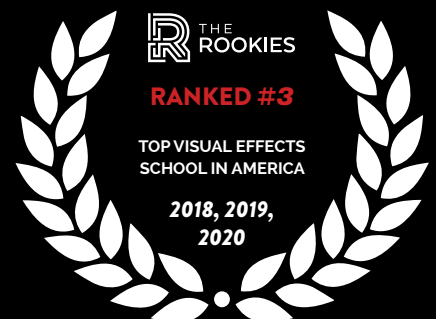
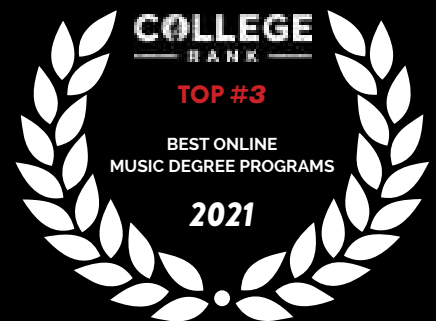


# Awards and Accolades

Academy of Art University is committed to the highest standards of achievement in art and design. Here are some recent accolades for the work of our outstanding students, faculty, and alumni.



# GAIN AWARD-WINNING, JOB-READY SKILLS



# Online Education

Take any online course at the Academy, and experience the visual, interactive, and dynamic courses we're known for. You will have the same quality instructors, the same hands-on learning opportunities, and the same attentive support as our onsite students. The difference? The flexibility to earn your art and design degree on your terms.

## ONLINE BENEFITS

- A support staff of over 100 Academy of Art employees offers 900+ online courses and 1,500 instructional videos per semester, spanning 35 online majors, and teaching students from 50+ countries
- Course content is proprietary, created in-house by industry experts, and exclusive to the Academy
- The classes are a mix of lecture content, video, written content, recorded audio, interactive slide-shows, and hands-on work
- The innovative curriculum is created by instructional designers and industry professionals
- A student-run Facebook group, AAUHOO, has more than 4,000 members and invites you to join this thriving online community
- We're constantly building new courses, reworking old ones and adding features to our LMS based on student feedback

Visit [academyart.edu](http://academyart.edu) or call 415.274.2200 for more information.

“Taking classes online really benefited me as a student in allowing me to hone in on each of my skills and develop them before I got a job in the industry.”

— Mark Cofer  
Graduate School of Music Production &  
Sound Design for Visual Media Alumn 2014  
Hollywood Film Composer and Academy of  
Art University Instructor



# Academy Life

A substantial part of an artist's growth and inspiration occurs outside the classroom or studio. Here are some resources and opportunities that are available to all students.





## EVENTS

Campus Life is designed to inspire, educate, and promote fun. Our events are created in coordination with student-run groups and organizations. Make the most of your university experience: grow, learn, laugh, and run with us.

Visit <https://www.academyart.edu/campus-athletics/clubs-organizations/> for more info.

## URBAN KNIGHTS RADIO

Listen live online to our athletics teams, hear unique talk shows, and dance to your favorite tunes on UrbanKnightsRadio.com, an iHeartRadio partner.

## HOUSING

Housing is guaranteed for all new, full-time onsite students. We have 17 different housing options to choose from located in the heart of San Francisco.

## DINING

Stay healthy with delicious and filling meals in one of our dining halls with flexible meal plans and Knight Kash. Use the Knight Kash on your student ID for dining on campus and at select off-campus vendors.

## ACADEMIC CLUBS

Join students with similar interests to discuss ideas, promote your work, form collaborations, and share information.

## FITNESS & RECREATION

Campus Recreation classes and workshops—and access to our free gym, pool, basketball courts, and skateboard ramp—will help you stay active healthy.

## VIRTUAL BOOKSTORE

All required textbooks are available at our virtual bookstore.

## CULTURAL CLUBS

Everyone needs a break from the studio. With dozens of clubs and organizations, find a new creative outlet and build lifelong relationships.

## ESPORTS

Our active gaming community hosts and attends regular gaming events for both casual or competitive players.



# San Francisco

Academy of Art University is an extraordinary place to be a college student. One of the world's great creative capitals, San Francisco has been our home since 1929. Our neighbors include giants in everything from advertising, animation, and architecture to communications, game development, and UI/UX Design.





## MUSEUMS

Academy of Art University Auto Museum  
 Legion of Honor  
 de Young Museum  
 Asian Art Museum  
 San Francisco Museum of Modern Art (SFMOMA)  
 California Academy of Sciences  
 Yerba Buena Center for the Arts  
 Cable Car Museum  
 Palace of Fine Arts Theatre  
 Exploratorium  
 Walt Disney Family Museum  
 Museum of Performance & Design  
 Museum of Craft & Design  
 Museo Italo Americano  
 Cartoon Art Museum  
 Museum of the African Diaspora  
 Galería de la Raza

## TRANSPORTATION

MUNI  
 AC Transit  
 BART (Bay Area Rapid Transit)  
 Cal Train  
 Golden Gate Transit

## THEATRES & VENUES

The Fillmore  
 Bill Graham Civic Auditorium  
 The Warfield  
 Bottom of the Hill  
 Rickshaw Stop  
 Alamo Drafthouse  
 Great American Music Hall  
 The Independent  
 The Fox Theatre  
 SHN Orpheum Theatre  
 The American Conservatory Theater  
 The Castro Theatre  
 SFJAZZ  
 San Francisco Conservatory of Music  
 San Francisco Opera  
 San Francisco Symphony  
 San Francisco Ballet



# Athletics

We are the Urban Knights—the only higher arts education institution in the U.S. to have an NCAA athletics program. Competing specifically within NCAA Division II and the Pacific West Conference, the Urban Knights are made up of 14 collegiate sports teams dedicated to distinction, sportsmanship, pride, teamwork, credibility, and creativity.

The Academy is one of the unique places in the world where students can find a beautiful balance for their artistic and athletic passions.

Our student-athletes have told us that as they gain art and design skills, they become better athletes; and as they improve their athletic abilities, their art is augmented. You can pursue your love of art, and your love of sports, and you can be successful in both.



## WOMEN'S

Basketball  
Cross Country  
Golf  
Soccer  
Softball  
Tennis  
Track & Field  
Volleyball

## MEN'S

Baseball  
Basketball  
Cross Country  
Golf  
Soccer  
Track & Field

## NCAA PROGRAM

Join one of our teams or come out and support your fellow artist-athlete. We play in great venues throughout San Francisco, including Kezar Pavilion, Paul Goode Field, SF Bay Tennis Club, and Presidio Golf Course, among others. Let the Fan Bus take you to the games.

The NCAA is a trademark owned by the National Collegiate Athletic Association.

## ARTIST ATHLETES

The Urban Knights have quickly made a name for themselves with numerous conference and national accomplishments including 10+ NCAA championships. We are the first athletic program to win two NCAA National Championships (indoor and outdoor women's track & field) in our first year of postseason eligibility. We have made over 40 postseason appearances in men's and women's cross country, women's basketball, men's indoor and outdoor track and field, men's and women's golf, and women's tennis. Go Urban Knights!



# Apply Today at academyart.edu

Apply year-round, and begin taking classes in Fall, Spring, and Summer semesters. Our Admissions Representatives will help you every step of the way. They want to help you succeed, and are trained to make sure your application best reflects your abilities. Apply today!

## HOW TO APPLY

Apply online at [academyart.edu](http://academyart.edu)

Or call 1.800.544.2787

Or apply in person in San Francisco  
(Monday-Saturday)

79 New Montgomery St. San Francisco, CA 94105

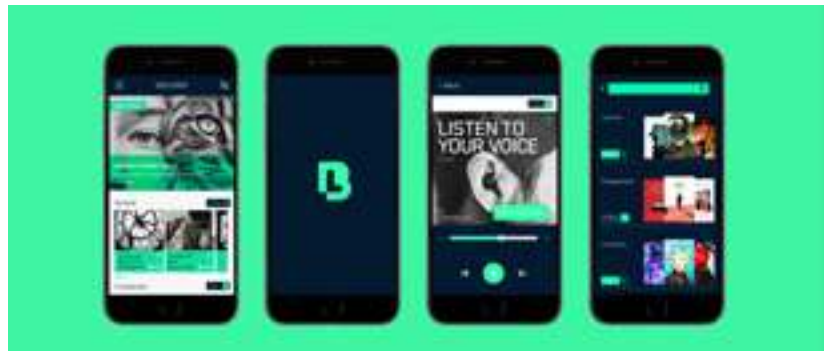
## YOUR COMPLETED APPLICATION MUST INCLUDE:

- \$50\* application fee (\$150 international)
  - \$95\* enrollment fee (domestic only)
  - Onsite international applicants require a \$300\* international student services fee
  - Fees can be paid by MasterCard, Visa, Discover.  
By mail: check or money order
- \*all fees are non-refundable, non-transferable



## TRANSFER STUDENTS

1. Complete the application
2. Submit electronic transcripts to:  
[transcripts@academyart.edu](mailto:transcripts@academyart.edu)  
Or mail transcripts in a sealed envelope to:  
Academy of Art University  
Attn: Undergraduate Admissions Office  
79 New Montgomery St.  
San Francisco, California 94105



# Master Your Craft

**Academy of Art University is looking for dedicated students who want to become the great innovators, storytellers, collaborators, and problem solvers of tomorrow.**

Our curriculum is rigorous—taught by some of the finest minds working in today's creative and innovative industries. We help you master your craft as you prepare for roles as professional artists and designers. You will be challenged.

**But it's worth it.**

Our students and alumni have made an impact on the world. They are Oscar and GRAMMY winners, animators, illustrators, and photographers. They make award-winning Super Bowl commercials, help create top-grossing movies and video games, and design some of the hottest fashion in the world. They are professional stylists, sculptors, actors, musicians, web designers, broadcasters, advertisers, screenwriters, architects, educators, transportation designers, bloggers and tattoo artists.

They are game changers—creative entrepreneurs who bring their magic, hunger, and work ethic to the world every day.

Isn't it time you joined them?





# ACADEMY *of* ART UNIVERSITY®

Academy of Art University is located in downtown San Francisco and provides instruction around the world through its online campus.

We offer training in many specialized creative disciplines:

Acting\*  
Advertising  
Animation & Visual Effects  
Architecture  
Art Education  
Art History  
Communications & Media Technologies  
Fashion  
Fine Art  
Game Development  
Graphic Design  
Illustration  
Industrial Design\*  
Interaction & UI/UX Design  
Interior Architecture & Design

Jewelry & Metal Arts  
Landscape Architecture  
Motion Picture & Television  
Music Production & Sound Design for  
Visual Media  
Photography  
Visual Development  
Writing for Film, Television & Digital Media

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Accredited Member WSCUC, NASAD,  
CIDA (BFA-IAD, MFA-IAD), NAAB (B.ARCH,  
M.ARCH), CTC (California Teacher  
Credential).

\*The following degree programs are  
currently not offered 100% online:  
Acting and Auto Restoration.