MEDIA & DESIGN

BE READY.
WHAT HAPPENS NEXT MATTERS MOST.
Are you creative? Do you stay on top of technology, consumer trends and the world around you? Do you care passionately about communication or have exceptionally high standards when it comes to design?

If so, then look to Lethbridge College’s Media and Design programs. With instructors who are experienced in the fields they teach and the most up-to-date curriculum and technology, you’ll get the classroom theory and hands-on experience you will need to succeed in your career.

As a student at Lethbridge College, you’ll work with industry-standard software and state-of-the-art equipment, and you’ll get practical experience in real-life situations at interior design firms, virtual reality startups, radio and television stations, graphic design and web companies, and more.

Start your career in media and design – at Lethbridge College.

PROGRAM DELIVERY METHODS:

On-campus
This is the traditional setting for programs, where all of the classes are taken on campus. Some programs may require participation off-campus during field trips or practicum experiences.

Blended
Within these programs, some courses are taught face-to-face in the classroom but other courses can be completed online.

My experience at Lethbridge College was filled with so many unforgettable experiences. When I first joined this program, I wanted to be a graphic designer. But after graduating from the program, I felt I left with more skills than what I expected to have. Not only did I find passion in different areas through this program, I got to meet some incredible people in my community.”

Robin Dee Galang
Digital Communications and Media 2019
Lethbridge College’s Digital Communications and Media (DCM) program reflects the evolution of media and communication industries and prepares you to work for TV and radio broadcasters, newspapers, magazines, corporations and as well as a media entrepreneur or freelancer anywhere in the world.

After completing your first year, you can choose to focus on Digital Journalism to learn how to create and deliver news content for broadcast, print and mobile while employing innovative online and social media strategies. Or, you can choose to focus on Media Production and Advertising to engage audiences by taking great ideas and creatively utilizing audio, video and graphic design to share them with the rest of the world.

With a Mac laptop you will purchase from Lethbridge College, you will be able to use current technology and cloud-based applications to stay completely connected to your studies wherever and whenever you need.

Working with outstanding instructors and industry partners, you’ll graduate with 150 hours of internship experience and with the knowledge and experience needed to succeed in any media environment. Get started on this exciting career today at Lethbridge College.

<table>
<thead>
<tr>
<th></th>
<th>Tuition</th>
<th>Fees</th>
<th>Books/supplies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year I</td>
<td>$5,250</td>
<td>$946</td>
<td>$3,213</td>
</tr>
<tr>
<td>Year II</td>
<td>$5,775</td>
<td>$1,013</td>
<td>$600</td>
</tr>
</tbody>
</table>
Admission requirements
High school diploma

Transfer agreements
Griffith University, Australia
eligible for transfer credit towards the Bachelor of Journalism or Bachelor of Public Relations and Communication

Red Deer College
eligible for entry into the applied degree program in Motion Picture Arts

Royal Roads University
eligible for block transfer into year three of the Bachelor of Arts in Professional Communication degree program

University of Calgary
awarded up to five full junior course options

Career opportunities
• radio/TV producers/scriptwriters
• communications specialists
• radio announcers/television anchors

• digital journalists
• social media content managers
• freelance writers/producers

Courses include
• Communication process
• Visual media
• Research and writing for digital media
• Public relations

• Advertising and marketing for media
• Digital reporting and publishing
• Digital production
• On-air presentation

Streams include
Digital Journalism
You’ll get hands-on training both behind and in front of the camera, with microphones and mobile devices and learn how to create content for different outlets.

Media Production and Advertising
You’ll learn how to take an idea and share it with the world as you gain experience delivering messages through newspaper, magazines, online, radio, TV and more.

I’ll be really happy wherever I end up, as long as it’s in a storytelling role. Whether for radio, television or writing, it makes me really happy to write stories that have an impact on people.”

Skylar Peters
Troy Reeb Internship recipient
Digital Communications and Media 2019

2 WEEKS
THE LENGTH OF THE TROY REEB INTERNSHIP, AN ALL-EXPENSES-PAID INTERNSHIP IN A MAJOR MARKET NEWSROOM AVAILABLE TO OUR DCM STUDENTS

4 MEDIA PLATFORMS
OUR DCM STUDENTS MANAGE THEIR OWN WEBSITE, TELEVISION NEWS, NEWSPAPER AND RADIO STATION

digitalcomm@lethbridgecollege.ca
lethbridgecollege.ca/dcm
Student media:
lethbridgecampusmedia.ca
Lethbridge College’s Multimedia Production program is the place to turn your passion for communication, your desire to use interactive technologies, your love for design and interactive programming, and your great eye for detail into a rewarding career. Multimedia content creators are the masters behind those moments of magic that you experience on a variety of devices every day. They are the people with skills in web and interactive programming, layout and design, 2-D and 3-D animation, and video and audio editing.

The Multimedia Production program at Lethbridge College will get you on the inside track to a growing field that is reinventing the concept of communication. You’ll develop an understanding of this industry by learning how to blend audio, video, animation, graphics and text in a digital environment. You can also choose to focus on an area of interactivity that interests you most, including video and motion graphics, web and interactive programming, or e-learning technologies. You’ll learn how to identify and develop commercially-viable ideas, pitch your proposals and plan and manage projects. Put your creative talents with computers to the test in our Multimedia Production program.

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<thead>
<tr>
<th>Year</th>
<th>Tuition</th>
<th>Fees</th>
<th>Books/supplies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year I</td>
<td>$2,873</td>
<td>$946</td>
<td>$1,200</td>
</tr>
<tr>
<td>Year II</td>
<td>$3,044</td>
<td>$946</td>
<td>$478</td>
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## PROGRAM AT A GLANCE

<table>
<thead>
<tr>
<th>Admission requirements</th>
<th>High school diploma</th>
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</thead>
<tbody>
<tr>
<td><strong>Transfer agreements</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Athabasca University</strong></td>
<td>receive two years of credit towards a Bachelor of Professional Arts in Communications Studies major</td>
</tr>
<tr>
<td><strong>Red Deer College</strong></td>
<td>eligible for entry into the applied degree program in Motion Picture Arts</td>
</tr>
<tr>
<td><strong>Royal Roads University</strong></td>
<td>eligible for block transfer into year three of the Bachelor of Arts in Professional Communication degree program</td>
</tr>
<tr>
<td><strong>University of Calgary</strong></td>
<td>eligible to enter into the Bachelor of Arts in Communication Studies</td>
</tr>
<tr>
<td><strong>Career opportunities</strong></td>
<td></td>
</tr>
<tr>
<td>• new media entrepreneurs/freelancers</td>
<td></td>
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<tr>
<td>• new media e-learning specialists</td>
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<tr>
<td>• web and interactive media designers/programmers/developers</td>
<td></td>
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<tr>
<td>• front-end developers</td>
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<tr>
<td>• interactive narrative designers</td>
<td></td>
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<tr>
<td>• video and motion graphics editors</td>
<td></td>
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<tr>
<td>• 2D/3D animation/modeling assistants</td>
<td></td>
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<tr>
<td>• Graphic design</td>
<td></td>
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<tr>
<td>• 3-D modeling and animation with Maya</td>
<td></td>
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<tr>
<td>• Writing for interactive media</td>
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<tr>
<td>• Digital video</td>
<td></td>
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<tr>
<td>• Digital audio</td>
<td></td>
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<tr>
<td>• Coding with web standards</td>
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</table>

The Multimedia Production program is one of the most diverse and interesting programs. You will graduate with a variety of different skills that is highly sought after by potential employers. The program also offers a business course that inspires students to become successful entrepreneurs in their area of interest.”

Charlize Bettger-Laliberty
Multimedia Production 2019

multimedia@lethbridgecollege.ca
lethbridgecollege.ca/multimedia
Lethbridge College will get you ready for a career in the latest emerging technology – virtual and augmented reality. With a balance of technical and entrepreneurial skill-building, our new one-year certificate program will let you focus on four areas of media production: fundamentals, experiential, spatial and application. You’ll spend the first semester learning fundamentals and be exposed to the latest tools including 3D modeling, 360-degree video, volumetric design and game engine coding.

In your second semester, you’ll be given opportunities to build entrepreneurial skills by working with a team of VR/AR specialists. You’ll also put your skills to the test in a practicum focused on an area of expertise that appeals to you. You’ll be able to put classroom learning into practice as you design quality content that clients can actually use while helping organizations build immersive experiences.

**Year 1**

<table>
<thead>
<tr>
<th>Tuition</th>
<th>Fees</th>
<th>Books/supplies</th>
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</thead>
<tbody>
<tr>
<td>$10,575</td>
<td>$1,013</td>
<td>$1,450</td>
</tr>
</tbody>
</table>
Admission requirements
High school diploma

Career opportunities
• 360-degree video developer
• interactive media developer
• junior software developer
• VR/AR content creator
• virtual reality specialist

Courses include
• Introduction to immersive technology
• Modeling for extended reality
• Game engine coding I and II
• Immersive audio design
• Entrepreneurship
• Advanced modeling for VXR
• Advanced design for VXR
• Advanced media capture

STUDENTS WILL LEARN IN OUR STATE-OF-THE-ART LABS EQUIPPED WITH THE LATEST VR/AR TECHNOLOGY

STUDENTS PARTICIPATE IN MERGING REALITIES, THE WORLD’S FIRST CONFERENCE HELD ENTIRELY IN VR

virtualreality@lethbridgecollege.ca lethbridgecollege.ca/vr
At Lethbridge College, you’ll be ready to design your future – by designing the spaces where people live and work – in our new Architectural Animation Technology program.

As a student, you’ll get the specialized production knowledge and visual communication skills needed to succeed in the world of architecture. You’ll work on projects that simulate real world design problems and gain professional experience in both commercial and residential architectural design communication.

By the time you graduate, you’ll be able to demonstrate your digital rendering and animation skills, and you’ll know how to contribute to community-based design projects. You’ll become a necessary and creative asset to any residential, hospitality, institution, retail or landscape project.

Be ready for a creative and satisfying career by studying Architectural Animation Technology at Lethbridge College.

**ARCHITECTURAL ANIMATION TECHNOLOGY**

› TWO-YEAR DIPLOMA  › ON-CAMPUS
› SEPTEMBER ADMISSION

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**Tuition**

<table>
<thead>
<tr>
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<th>Fees</th>
<th>Books/supplies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year I</td>
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<td>$971</td>
<td>$2,483</td>
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<tr>
<td>Year II</td>
<td>$6,209</td>
<td>$1,013</td>
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Visit lethbridgecollege.ca for updated cost.
**PROGRAM AT A GLANCE**

<table>
<thead>
<tr>
<th>Admission requirements</th>
<th>High school diploma with 50% Grade 12 Math (Math 30-1 or 30-2)</th>
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<tbody>
<tr>
<td>Career opportunities</td>
<td>• architectural animation communications specialist</td>
</tr>
<tr>
<td></td>
<td>• architectural illustrator</td>
</tr>
<tr>
<td></td>
<td>• Building Information Management (BIM) draftsperson</td>
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<tr>
<td></td>
<td>• CAD designer</td>
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<tr>
<td></td>
<td>• digital environmental artist</td>
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<td></td>
<td>• immersive artist</td>
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<td></td>
<td>• 3D designer</td>
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<tr>
<td></td>
<td>• 3D modelling and texture artist</td>
</tr>
<tr>
<td>Courses include</td>
<td>• History of interiors I and II</td>
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<tr>
<td></td>
<td>• Colour and lighting</td>
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<tr>
<td></td>
<td>• Design fundamentals</td>
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<tr>
<td></td>
<td>• Residential design studio</td>
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<tr>
<td></td>
<td>• Digital drafting</td>
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<td></td>
<td>• Visual communication</td>
</tr>
<tr>
<td></td>
<td>• Immersive modelling</td>
</tr>
<tr>
<td></td>
<td>• Digital illustration</td>
</tr>
<tr>
<td></td>
<td>• Modeling for extended reality</td>
</tr>
<tr>
<td></td>
<td>• Immersive architecture</td>
</tr>
<tr>
<td></td>
<td>• Global design trends</td>
</tr>
</tbody>
</table>

archanimation@lethbridgecollege.ca
lethbridgecollege.ca/aat

**HANDS ON TRAINING USING 3D MODELING**

**SURRENDER**

Students will showcase their work at an annual industry event.
The art of interior design involves the creative and practical use of space to create healthy, productive and exciting living and working environments. With Lethbridge College’s two-year Interior Design Technology diploma program, you’ll learn the practical skills to go with your own creative energy to design and improve homes, businesses, and retail and hospitality spaces.

In the classroom, our experienced instructors will stimulate your imagination by showing you how to develop solutions to the design problems you’ll encounter in your career. You’ll solve these situations working with other students who share your passion for design, with the latest design software. You’ll get to put classroom theory into practice in our community-based practicums and year-end showcase, giving you valuable experience working on real-world design projects.

And we can tell you straight: employers ask for Lethbridge College Interior Design Technology grads. Our program is structured around the professional standards expected within the highest levels of the interior design industry. With the knowledge and skills we’ll teach you as well as your own creative imagination and attention to detail, you’ll graduate ready to practise as an interior design technologist in a residential or commercial setting.

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<th>Fees</th>
<th>Books/supplies</th>
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<tbody>
<tr>
<td>I</td>
<td>$2,595</td>
<td>$996</td>
<td>$3,650</td>
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<tr>
<td>II</td>
<td>$2,855</td>
<td>$1,013</td>
<td>$919</td>
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</table>
I’ve always loved floorplans and creating beautiful spaces, so I chose the Interior Design Technology program. My instructors are very supportive and passionate and I’ve learned a lot about the industry and actual work situations.”

Jeanine Taleon
Interior Design Technology 2020

<table>
<thead>
<tr>
<th>Admission requirements</th>
<th>High school diploma with 50% grade 12 math (30-1 or 30-2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transfer agreements</td>
<td>University of Calgary awarded up to five full junior course options</td>
</tr>
<tr>
<td></td>
<td>Royal Roads University eligible to be admitted into the Bachelor of Commerce in Entrepreneurial Management with the completion of a 3-credit University level Accounting course or Business Math course</td>
</tr>
<tr>
<td></td>
<td>Yorkville University eligible to receive up to 72 credits towards the Bachelor of Interior Design</td>
</tr>
<tr>
<td>Career opportunities</td>
<td>• commercial design</td>
</tr>
<tr>
<td></td>
<td>• office design</td>
</tr>
<tr>
<td></td>
<td>• kitchen and bath design</td>
</tr>
<tr>
<td></td>
<td>• residential design</td>
</tr>
<tr>
<td></td>
<td>• home staging</td>
</tr>
<tr>
<td>Courses include</td>
<td>• Design studio</td>
</tr>
<tr>
<td></td>
<td>• History of interiors</td>
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<tr>
<td></td>
<td>• Business writing</td>
</tr>
<tr>
<td></td>
<td>• Digital drafting</td>
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</tbody>
</table>

interiordesign@letbridgecollege.ca
letbridgecollege.ca/interiordesign
BE A STUDENT FOR A DAY
shadow a college student in the program of your interest:
lethbridgecollege.ca/studentforaday

GET MORE INFORMATION
lethbridgecollege.ca/request-information
403.320.3200 • 1.800.572.0103
info@lethbridgecollege.ca

BOOK A CAMPUS TOUR
lethbridgecollege.ca/tour

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