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CRC partners with Apple on Digital Media

Sacramento—Cosumnes River College’s Radio, TV and Film Department officially became an Apple Authorized Training Center (AATC) by partnering with Apple in providing professional level digital media training at the college’s digital media lab.

The designation allows both students and members of the public to take Apple Certification exams and training on the CRC campus instead of having to travel to San Francisco or to Apple’s headquarters in Cupertino.

“The opportunity to provide access and convenience to Apple’s professional certifications is just one more way the college is working to help provide jobs and help pull us out of the economic decline,” said Celia Esposito-Noy, Interim Cosumnes River College President.

The college has the largest television and film production and media training program in the area. CRC’s digital media lab has 35 high-end Apple computers loaded with all the Apple, Adobe and Microsoft software necessary to create professional high-end video and DVDs.

CRC has offered digital video editing on Apple’s Final Cut Pro since the software’s release in 2000.

“Digital Media is a huge growth area and the expansion of High Definition TV and Internet video means the industry needs more employees with professional high-tech job skills,” said Professor Gary Martin, Chair of the CRC Radio TV and Film Department and an Apple certified trainer. “Partnering with Apple and offering certification tests and training can only help improve the overall quality for students’ projects, and that means more job opportunity.”

Most of the college’s media classes are full-semester 16-week offerings, but the AATC designation means Cosumnes River College will periodically be able to provide short term intensive software training designed for beginners or professionals who want additional job skills.

Full course offerings include TV Studio training, Hollywood film-style courses, basic animation, plus writing and announcing.

The partnership with Apple means CRC’s certification testing dates and short term training courses using the Apple course materials will be listed on the Apple Web site, which is the primary way students can find Apple certified trainers and authorized training centers. When the Internet link to CRC is established in the next month, students and the public will be able to sign up and pay for the test opportunities directly from the CRC Web site, www.crc.losrios.edu.

The Radio, TV and Film department already offers degrees and certificates in television and radio production, broadcast journalism, and advertising and public relations. A new film/digital cinema degree is being written with planned offerings next year.

The Apple Final Cut Pro Studio is a complete personal computer production software package containing Final Cut Pro video editing, DVD Studio Pro DVD production, Motion animation, Soundtracks professional audio, plus additional software that converts video for the Internet and other production tools for making high quality video graphics.

Apple Computers already has extensive connection to the area, with a manufacturing and phone support center in Elk Grove, and two retail stores in Sacramento area malls.

For more information, please contact Radio, TV & Film Professor Gary Marin at marting@crc.losrios.edu.

Note: Photos of the Apple Lab are available