

## To register for a class:

- » attend an orientation
- » present payment unless class is free (check or money order should be made payable to "BRIC." Major credit cards accepted)
- » bring a valid govt-issued photo ID
- » bring proof of residency in the form of a current utility bill

Info: [bricartsmedia.org/community-media](http://bricartsmedia.org/community-media) and follow the Brooklyn Center for Media Education link or call 718-935-1122 x221

*Please note: Classes and workshops are subject to change and/or cancellation.*

# OPEN

## All classes & orientations held at:

**BCAT Media Center**  
647 Fulton Street  
Brooklyn, NY 11217

*Entrance located at  
57 Rockwell Place, 2nd Fl.*

718-935-1122  
[bricartsmedia.org](http://bricartsmedia.org)



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# MAY TO OCT 2010

## BROOKLYN CENTER FOR MEDIA EDUCATION course catalog

### Don't be intimidated, get educated!



A COMMUNITY MEDIA PROGRAM OF  
**BRIC ARTS | MEDIA | BKLYN**

**Training over 500 Brooklynites a year**, the Brooklyn Center for Media Education provides media services, educational classes, and mentoring programs that enable Brooklyn residents to produce their own television programs. Brooklyn residents and individuals representing Brooklyn organizations, ages 18 and over, can enroll in the Brooklyn Center for Media Education's low-cost classes to learn television and multimedia production. Upon successful completion of basic courses, students become BCAT Media Center Certified Producers and have free access to equipment they've trained on to produce programs for cablecast on Brooklyn Free Speech TV.

# COURSES

## Orientation 2 HRS

**COST Free** | Available on a first-come, first-served basis

**JUN 1** Tue, 6–8pm  
**JUN 19** Sat, 11:30am–1:30pm  
**JUL 6** Tue, 6–8pm  
**JUL 10** Sat, 11:30am–1:30pm  
**AUG 3** Tue, 6–8pm  
**SEP 7** Tue, 6–8pm  
**SEP 11** Sat, 11:30am–1:30pm  
**OCT 5** Tue, 6–8pm  
**OCT 23** Sat, 11:30am–1:30pm

## Basic Television Studio 24 HRS

**COST \$98** | Required: Orientation | Limit 12 students

You'll learn to use studio cameras, microphones, and all the basic equipment needed to produce your own TV studio show. Successful completion leads to becoming a BCAT Media Center Certified Producer, which gives you free access to use our studios to produce your own Brooklyn Free Speech TV show.

**SECTION 1 MAY 17 – JUN 14**  
Mon & Wed, 2–5pm  
**SECTION 2 MAY 17 – JUN 14**  
Mon & Wed, 6–9pm  
**SECTION 3 JUN 28 – JUL 26**  
Mon & Wed, 2–5pm  
**SECTION 4 JUN 28 – JUL 26**  
Mon & Wed, 6–9pm  
**SECTION 5 AUG 9 – SEP 1**  
Mon & Wed, 2–5pm  
**SECTION 6 AUG 9 – SEP 1**  
Mon & Wed, 6–9pm  
**SECTION 7 SEP 13 – OCT 6**  
Mon & Wed, 2–5pm  
**SECTION 8 SEP 13 – OCT 6**  
Mon & Wed, 6–9pm

## Basic Field Production and Editing 30 HRS

**COST \$98** | Required: Orientation | Limit 12 students

*Note: Students who cannot operate a computer must take the Computer Basics course first may be evaluated by the instructor before the start of the class.*

In one half of the class you'll learn to operate a digital video camera, tripod, sound equipment and portable light kit to record your footage. The other half of the class covers the basics of non-linear editing with Avid Xpress Pro. Successful completion leads to becoming a BCAT Media Center Certified Producer, which gives you free access to use our video equipment and editing facilities to produce your Brooklyn Free Speech TV show.

**SECTION 1 MAY 18 – JUN 17**  
Tue & Thu, 2–5pm

**SECTION 2 MAY 18 – JUN 17**  
Tue & Thu, 6–9pm

**SECTION 3 MAY 29 – JUN 26**  
Sat, 10:30am–4:30pm

**SECTION 4 JUL 20 – AUG 19**  
Tue & Thu, 2–5pm

**SECTION 5 JUL 20 – AUG 19**  
Tue & Thu, 6–9pm

**SECTION 6 JUL 24 AUG 21**  
Sat, 10:30am–4:30pm

**SECTION 7 SEP 14 – OCT 14**  
Tue & Thu, 2–5pm

**SECTION 8 SEP 14 – OCT 14**  
Tue & Thu, 6–9pm

**SECTION 9 SEP 18 – OCT 16**  
Sat, 10:30am–4:30pm

## Videoblogging 101: Your Video on the Internet 2 HRS

**COST \$10** | Required: Orientation | Limit 10 students

*Note: Students must know how to operate a computer, access the internet and have an e-mail account prior to taking this class.*

If you want the world to see your video, you need to put it on the web. This hands-on class will take you through the steps needed to make a web page that showcases videos you have created. We will show you how to set up a blog, how to upload your footage and other benefits of having your video on the Internet.

**SECTION 1 MAY 19** Wed, 6pm–8pm  
**SECTION 2 JUN 16** Wed, 6pm–8pm  
**SECTION 3 JUL 7** Wed, 6pm–8pm  
**SECTION 4 AUG 18** Wed, 6pm–8pm  
**SECTION 5 OCT 20** Wed, 6pm–8pm

## Computer Basics 5 HRS

**COST \$20** | Required: Orientation | Limit 10 students

This hands-on class is perfect for individuals who have very little or no prior experience using a computer. On the first day, you'll learn how to use a mouse and keyboard so you can perform basic functions on a PC, use software programs found on most computers (like Microsoft Word and Paint), create files and put them in folders, and very simple steps to input and process information. On the second day, you'll get to practice what you've learned in a 2-hour lab session.

**SECTION 1 MAY 11 & MAY 13**  
Tue, 6–9pm & Thu, 6–8pm  
**SECTION 2 JUL 13 & JUL 15**  
Tue, 6–9pm & Thu, 6–8pm  
**SECTION 3 OCT 5 & OCT 7**  
Tue, 6–9pm & Thu, 6–8pm

## Basic Graphics Using Photoshop Elements 18 HRS

**COST \$75** | Required: Orientation | Limit 10 students

If a picture is worth a thousand words, then adding a dynamic graphic to your video is sure to increase your program's value. Graphics are a common tool used in professional television productions to enhance video images. In this course, you'll gain an understanding of layout, composition, color and typography so you can create visually compelling graphics to amplify your program's message.

**SECTION 1 JUN 22 – JUL 8**  
Tue & Thu, 6–9pm  
**SECTION 2 AUG 24 – SEP 9**  
Tue & Thu, 6–9pm

## Interview Tips & Techniques 4 HRS

**COST \$30** | Required: Orientation | Limit 12 students

Learn techniques to conduct effective and revealing interviews, including research methods, establishing trust with interview subjects, asking effective questions, evaluation acoustics, and choosing the right microphone.

**SECTION 1 JUL 27 & JUL 29**  
Tue & Thu, 6–8pm

## CME Media Literacy Series

**COST Free** | No Orientation Required. Open to the public. | Limit 12 students  
**Please RSVP for all seminars** to 718-935-1122 x237

## Basic Marketing Techniques: From Print to Web 2 HRS

Do you have a great product, message or program that you want to tell the world about, but don't know where to start? This class is a general overview of marketing practices and strategies that can help you take your message to the next level.

**SECTION 1 MAY 26** Wed, 6–8pm  
**SECTION 2 JUL 28** Wed, 6–8pm  
**SECTION 3 OCT 13** Wed, 6–8pm

## Citizen Journalism: The Rise of Internet Reporting 2 HRS

More and more people are turning to the web to get news about what's going on in their world. They're not only visiting commercial news web sites, but are checking out local bloggers and other aggregators for information. Join this class to explore how the Internet has democratized news and truly created a free press.

**SECTION 1 SEP 8** Wed, 6–8pm

## Audio for TV Studio 3 HRS

**COST \$30** | Required: Orientation | Limit 12 students

Learn how to use the studio audio console to mix a variety of sound sources as well as the different types of mics and their pick-up patterns. Audio theory will also be covered.

**SECTION 1 MAY 13** Thu, 6–9pm  
**SECTION 2 SEP 9** Thu, 6–9pm

## Intermediate Avid 12 HRS

**COST \$60** | Required: Orientation & Basic Field Production and Editing | Limit 6 students

An intermediate non-linear editing workshop using Avid Xpress Pro, this class covers digital effects like transitions and superimpositions, titling and the incorporation of graphic elements.

**SECTION 1 MAY 4 – MAY 13**  
Tue & Thu, 6–9pm  
**SECTION 2 JUN 29 – JUL 8**  
Tue & Thu, 6–9pm  
**SECTION 3 OCT 26 – NOV 4**  
Tue & Thu, 6–9pm

## Emerging Web Technologies 2 HRS

Learn about the latest free and affordable web tools to increase productivity, get the most of everyday tasks, and communicate like never before! This class is your formal introduction to Facebook and Twitter (and other social networking sites), where to find free photo editing applications and explains why blogging is all the rage. From encyclopedic information on Wikipedia to online streaming of videos, music and more, this class will show you what's hot on the web and the daily benefits of getting to know more about these exciting technologies.

**SECTION 1 JUN 23** Wed, 6–8pm  
**SECTION 2 AUG 4** Wed, 6–8pm