



## Digital Film and Media Production

### Overview

- One-year post-graduate diploma
- September entry date
- Exchange District Campus, Winnipeg

Digital Film and Media Production is a post-graduate diploma program that has been developed to provide students the necessary practical and theoretical skills to start a career in film and media production. It has been designed for graduates of post-secondary media programs, as well as industry professionals who wish to improve their skills as a producer, videographer, editor, and freelancer.

This program is specifically designed to help bridge students from post-secondary to the local film production industry, while also giving them practical business and administrative skills as a freelance producer.

For information about the program contact Lisa Jamieson at [ljamieson@rrc.ca](mailto:ljamieson@rrc.ca)

### Graduate Profile

The Digital Film and Media Production post-graduate diploma will learn to:

1. Produce interactive media using cutting-edge technology
2. Plan, capture, and edit digital content for multi-platform distribution
3. Manage content development for industry client through pre-production, production, and post-production life-cycles
4. Produce freelance videos, live productions, social media, and animation using visual storytelling
5. Operate a variety of 4K professional production equipment and related accessories
6. Apply professional colour correction and design techniques for media content
7. Apply entrepreneurial skills and business acumen to manage, develop and market a digital media business
8. Communicate and build relationships with crew and clients to facilitate digital media productions
9. Work effectively on a film crew
10. Apply for and access production funding from a variety of sources



### Admission Requirements

#### *Your Academic History*

If your academic history includes any of the following, please visit [My Education](#) for important information: post-secondary studies at an institution other than Red River College Polytechnic; Modified (M), English as an Additional Language (E), or GED high school courses; or home schooling; international secondary (high school) studies.

The college requires transcripts verifying your complete academic history including any public or private high school, college, university, or technical institute you have attended.

Please check the [Program Overview](#) page, to see if this program is for Manitoba residents only.

#### DOCUMENT SUBMISSION

##### Upload Through Your Future Student Account

- Scan your document(s) and save the file. Ensure you keep your original documents as the College may request to see them at any time.
- Go to [apply.rrc.ca](http://apply.rrc.ca) and log in.
- Click on your application, then Supplemental Items & Documents.

If you do not have a Future Student Account or require assistance, please contact our Student Service Centre at 204-632-2327.

Internationally Educated Applicants - visit [www.rrc.ca/credentials](http://www.rrc.ca/credentials) for credential assessment information.

Submission of required documentation indicating proof of completion of admission requirements is due within 15 days of applying unless otherwise noted in the program's admission requirements.

Regular Admission Requirements

1. Post-Secondary Education or High School Graduation and Demonstrated Competence
  - Submit proof of graduation from or enrolment in the final year of a diploma, advanced diploma, or degree in creative communications, media production, film studies, or a related program (no demo reel required).  
or
  - Submit:
    - Proof of graduation from or enrolment in Grade 12  
and
    - An acceptable demonstration reel/sample of your previous work. This requirement must be submitted in the form of a video link.
  - If you provide proof of enrolment at time of application, your official final grades indicating successful completion must be submitted by July 15 for fall enrolment or by the deadline specified in your admission letter.
  - If you are required to complete an English language assessment, do not submit your transcripts until requested to do so. See English Language Requirements (ELRs) for more information.  
and
2. English Language Requirements (ELRs)
  - Answer this question to determine if you meet this program’s ELRs:  
Have I successfully completed 3 years of full-time high school (secondary) education in Canada, the United States, or an ELR exempt country where English was the language of instruction?
    - If YES, you meet English language requirements. Apply and then submit your transcripts\* for review  
or
    - If NO, submit proof of meeting an ELRs option. If you choose the English language assessment option, review this program's approved assessments and required levels.  
or
    - If you completed all of your education in Canada, the United States, or an ELR exempt country in English but you did not graduate high school, submit your transcripts\* for review.
  - \* If your transcripts are from the USA or an ELR exempt country, we will assess an International Credentials Assessment Fee to be paid before your transcripts will be reviewed.

Mature Student Admission Requirements

If you are 19 years of age or older and have been out of high school for a minimum of one year at time of application, and you do not meet the regular admission requirements, you may apply under the Mature Student admission requirements.

1. Demonstrated Competence
  - High school graduation is not required
  - Submit an acceptable demonstration reel/sample of your work. This requirement must be submitted in the form of a video link.  
and
2. Meet Regular Admission Requirement 2

English Language Assessments

⚠ The College reserves the right to modify this information without notice or prejudice.  
📅 ASSESSMENT RESULTS MUST BE DATED NO MORE THAN TWO YEARS PRIOR TO YOUR APPLICATION DATE!

Approved English Language Assessments

English Language Assessment	Minimum Scores for Certificates, Diplomas and Advanced Diplomas, and Post Graduate Certificates, Post-graduate Diplomas	Minimum Scores for Bachelor Degrees and Creative Communication
CAEL Online or In-Person	Overall band score of 60	Overall band score of 70 and Writing of 60
IELTS Academic Level	Overall 6.0 and No band below 5.5	Overall 6.5 and No band below 6.0
Password Skills	Overall 6.0 and No band below 5.5	Overall 6.5 and No band below 6.0
LINC Certificate	7	8
Duolingo Language Test	115 and above+ with a min. of 95 in each section	125 and above with a min. of 100 in each section
New English for Academic and Professional Purposes	Successful completion of the program 5 (min 70%)	Successful completion of the program 5 (min 70%)
PTE	54 overall Min 50 in each skill	60 overall Min 55 in each skill band
TOEFL-ibt Academic Level	80 (20L, 20S, 19R, 21W)	90 (22L, 22S, 22R, 24W)
Academic English Program for University and College Entrance Program (AEPUCE)	Successful Completion	Successful Completion

English Language Assessment	Minimum Scores for Certificates, Diplomas and Advanced Diplomas, and Post Graduate Certificates, Post-graduate Diplomas	Minimum Scores for Bachelor Degrees and Creative Communication
CELBAN	N/A	N/A

## Who Should Enrol?

Do you love creating media? Do you have experience in videography, editing, and sound recording, and want to take your skills to the next level? The Digital Film and Media Production program will give you the necessary skills to enter the film and media production industries for a variety of different jobs. From camera operators, video editors, and visual effects designers, to being a crew member on a feature film or documentary, this program is for anyone who loves to create media! The program will also teach you about running your own business as a freelance entrepreneur and producer, along with hands-on experience working on livestream productions in a studio and on location.

## Locations, Dates and Fees

Next Estimated Term 1 Start Date (subject to change)

Location	Start Date	
Manitou a bi Bii daziiᑭae	Aug 31, 2026	<a href="#">Apply Now</a>

Costs (estimates only; subject to change)

Program/Student Fees	
Year 1	\$13,371.00
Other Fees	
Year 1	\$930.00 <sup>1</sup>
Program/Student Fees (International)	
Year 1	\$18,018.00

<sup>1</sup> Includes estimate of \$170 for full-size headphones (ear bud type not recommended), Includes estimate of \$180 for a minimum 1TB External Hard Drive (Samsung SSD T5 1TB model recommended), Memory card required for 4K cameras used in the program should be: 128 Gb (recommended) or 64 Gb (minimum) SDXC V90 memory card with 300Mb/s record and 280 read performance. Suggested cards are: Includes estimate of \$330 Sony TOUGH-G 128GB SDXC UHS-II U3 Class 10 V90 Card SFG128T/T1 Or Includes estimate of \$250 Angelbird AVPRO 128GB SDXC UHS-II U3 Class 10 V90. Applicable taxes not included.

Students may apply for financial assistance through the Manitoba Student Aid program. For general information on applying please call [204-945-6321](tel:204-945-6321) or [1-800-204-1685](tel:1-800-204-1685), or visit their website at [www.manitobastudentaid.ca](http://www.manitobastudentaid.ca), which also includes an online application. For detailed information, please visit one of the [RRC Polytech Student Service Centres](#) or call [204-632-2327](tel:204-632-2327). Applicants requiring financial assistance should complete their student loan applications well in advance of the class start date.

## Courses and Descriptions

Year 1	
Term 1Credit Hours	
COMM-1288 <a href="#">Communication for Film and TV 1: Scriptwriting</a>	3
DMMT-3014 <a href="#">Film Production 1</a>	6
DMMT-3015 <a href="#">Freelance Video 1</a>	6
DMMT-3016 <a href="#">Compositing and Visual Effects 1</a>	3
DMMT-3017 <a href="#">Online Content Creation</a>	3
DMMT-3021 <a href="#">Technical Production Skills</a>	3
Term 2Credit Hours	
COMM-2288 <a href="#">Communication for Film and TV 2</a>	3
DMMT-4014 <a href="#">Film Production 2</a>	6
DMMT-4015 <a href="#">Freelance Video 2</a>	6
DMMT-4016 <a href="#">Compositing and Visual Effects 2</a>	3
DMMT-4019	

INDP-4001

Industry Project: Remote Digital Production

## COMM-1288

## Communication for Film and TV 1: Scriptwriting

This foundational course will scaffold student knowledge, understanding, and application of various script formats. Special focus will be paid to documentary, fictional short film, and corporate video writing by building skills in research, conducting pre-interviews for research purposes, and finally, writing the scripts themselves. Students will learn about script formatting and why different script formats are used in different contexts. They will also learn about the peer-editing process, workshoping, and revision as part of their practice, toward creating industry-ready scripts.

## COMM-2288

## Communication for Film and TV 2

Using the skills taught in Communication for Film and TV 1: Scriptwriting, students will write for corporate video, broadcast commercials, and documentary production. Students will brainstorm and develop story ideas for the creation of short narrative scripts and screenplays. The focus will be on writing proposals and scripts for clients, along with pitches, outlines, and budgets for non-fiction documentary projects. Students will write clear, concise documents including effective grant applications for government and private funding.

## DMMT-3014

## Film Production 1

In this foundational course, students will be introduced to different jobs, crew positions, and the management structure of the film industry. The focus of the course will give students real-life experience with the technical and creative aspects of videography, audio, lighting, and post-production leading up to the final project of writing and producing a short film. Guest speakers from the film and media industry will provide valuable insights to media production and the local digital entertainment industry.

## DMMT-3015

## Freelance Video 1

In this foundational course, students will learn how to shoot and edit various types of corporate video examples to use in a demonstration reel. Using specialty equipment, along with other advanced production equipment and emersion technology, students will produce numerous "real-world" videos commonly used in corporate, broadcast, and web-video environments. The goal of this course is to give students experience creating real-world video samples to prepare them for what they will be producing in a corporate environment.

## DMMT-3016

## Compositing and Visual Effects 1

In this foundational course, students will learn the fundamentals of compositing using industry specific software. The course will address differences between footage formats, manipulating, combining layers, and color correcting. Working with 3D renders will further give students a more thorough understanding of compositing for film or television. Students will also work with a green screen in a studio setting and learn how to use specific effects in different situations.

## DMMT-3017

## Online Content Creation

In this foundational course, students will learn how to become content creators by applying media production skills on social media. Students will learn about social media platforms and strategies, including how to write, produce, and choose appropriate content for a variety of platforms and audiences. Students will also learn how to increase audience and monetize brand/content. Students will use analytics to inform and evaluate choices, and will use social media to market freelance productions and special events for themselves and clients.

## DMMT-3021

## Technical Production Skills

This foundational course covers the theoretical and practical skills used in video and audio production equipment and software, an entry-level understanding of film industry standards, and on-set etiquette. Special focus will be paid to learning best practice use and care of state-of-the-art filmmaking gear. Students will also be introduced to video editing, image editing and colour correction software. Additionally, they will participate in industry training to develop a strong understanding of film industry standards and procedures to prepare them to work on set.

## DMMT-4014

## Film Production 2

This course builds on what students learned in Film Production 1. In this production-oriented, hands-on course, students will expand and refine their range of filmmaking techniques and knowledge including sound, lighting, special effects, make-up, location scouting, set design, and cinematography. Working in teams, students will write, produce, edit, and market their own short film or documentary. Students will examine detailed production budgets, legal issues, regulations and standards, marketing and distribution, union vs. non-union settings, and production management.

Prerequisites:

[DMMT-3014](#)

## DMMT-4015

## Freelance Video 2

Students will build on their knowledge and experience and practice their skills learned in Freelance Video 1 by running their own production company. Students will explore and learn what equipment is needed to specialize in a corporate-focused production company. (e.g. flying drones). Students will use immersive video for corporate, broadcast, and web production. Students will also learn how to use specialized equipment to expand their skills for an ever-changing industry.

Prerequisites:

[DMMT-3015](#)

#### DMMT-4016 Compositing and Visual Effects 2

Strengthening their experience from Compositing and Visual Effects 1, students will learn advanced techniques of compositing using industry specific software. In this second level course, students will be focused on creating larger, more complicated builds for film and television, including immersive video. Students will have the opportunity to work with 3D renders which will further enhance learning through a more thorough understanding of compositing for a variety of media applications.

Prerequisites:

[DMMT-3016](#)

#### DMMT-4019 Media Entrepreneurship

This course builds on the foundations from Media Entrepreneurship 1 and focuses on the day-to-day responsibilities of running a freelance media production business. Emphasis will be placed on finding, working with and building relationships with clients. Pre-production, proposal and script writing, directing talent, and an owner/producer's role during production will also be covered. Applying real-world case studies and industry speakers, students will learn how to successfully manage corporate and broadcast video projects. Students will learn to market themselves in the video production and film industries.

#### INDP-4001 Industry Project: Remote Digital Production

This course integrates student learning from all other courses within the program and culminates in a major live project. Students will learn about producing and live-streaming various types of productions from single camera events to larger remotes, and directing a crew and talent in a live environment. The technical aspects of streaming, including equipment workflow, network considerations, and how to operate a video switcher will also be covered. Students will learn about the roles and responsibilities of crew members, and the importance of good communication in a live production setting

Prerequisites:

Take [COMM-1288](#) [DMMT-3014](#) [DMMT-3017](#) [DMMT-3015](#) [DMMT-3016](#) [DMMT-4014](#) [DMMT-3021](#) [COMM-2288](#) [DMMT-4019](#) [DMMT-4015](#) and [DMMT-4016](#).

## Computer/Laptop Requirements

Each student will be assigned their own classroom desktop computer. (Note: Students should still have off-campus access to their own computer).

Supplies:

- Full-size headphones (ear bud type not recommended) - \$150
- Minimum 1TB External Hard Drive (Samsung SSD T5 1TB model recommended) - \$180
- Sony Tough High Performance 64 GB SDXC Uhs-II Class 10 U3 SD Memory Card - \$160

## Transfer Credit Opportunities

Contact Kelly Stifora at [rstifora@rrc.ca](mailto:rstifora@rrc.ca).

## Recognition of Prior Learning

Recognition of Prior Learning (RPL) is a process which documents and compares an individual's prior learning gained from prior education, work and life experiences and personal study to the learning outcomes in College courses/programs. For more information, please visit [www.rrc.ca/rpl](http://www.rrc.ca/rpl).

## Other Information

### Acceptable Demonstration Reel Requirements

Think of a demonstration reel like a video resume. It's a short collection of video/film/photography projects you have worked on or have been a part of producing in the past.

Most "demo reels" include a short segment from each of your video samples (usually 10 to 20 seconds), so you don't necessarily need to include the entire film or video. These are then edited together, back-to-back, or in a creative way to showcase your experience as with different styles of visual storytelling, including docs, fiction, or commercial work.

Start your demonstration reel with a title graphic that includes your name, e-mail address, phone number and your role(s). Then edit your samples into a 2 to 3 minute video (depending on how many samples you have to include).

### What We Are Looking For

Ideally, your demonstration reel should showcase your best videography and editing skills, and include a variety of at least five different video, photography, or motion graphics samples from past projects you have either produced yourself or been a crew member on. Production music and onscreen text should be used to describe your role in the project. We look at your technical skills, cinematography, audio, storytelling, and editing and how well you follow this creative brief.

Once completed, export your demonstration reel as a video file and upload it to a video sharing site like Dropbox, Vimeo, or YouTube. Upload the link to the Demo Reel supplemental item in your [Future Student Account](#) (click on your application, then Requirements).

## Graduation Requirements

To graduate from Digital Film and Media Production, all students must complete 48 credit hours. Students must also have obtained a graduating GPA of 2.0.

## Employment Potential

The job market is very strong in film and media production. From contract work on film and television productions, to producing corporate videos for businesses and the web, there are a wide variety of positions available in the field. Some of the jobs this will prepare you for include professional videographers, editors, producers, visual effects designers, production assistants, and entrepreneurs, to name a few.

### *Academic Advising Service*

Our academic advising service can provide information about our full-time programs, explain program admission requirements, and help you select the right program to meet your career and academic goals. We can also connect you with helpful people, resources, and supports.

- For more information visit [academic advising](#).
- If you are an Indigenous student, you can contact an [Indigenous Admissions Advisor](#).
- If you are an international student, you can contact [International Education](#).

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*Red River College Polytechnic endeavours to provide the most current version of all program and course information on this website. Please be advised that classes may be scheduled between 8:00 a.m. and 10:00 p.m. The College reserves the right to modify or cancel any course, program, process, or procedure without notice or prejudice. Fees may change without notice.*