(TABS on landing page)

Digital Media

Portfolio Art, Animation, Life Drawing, Digital Painting, Perspective Layout, Storyboarding, Graphic Design Workshop, Costume Design and Makeup Design Workshop

Technology

Photography 101, Videography101, Photoshop 101, Digital Media and Marketing

Startup

Marketing 101, Product Staging and Photoshop, Startup 101

(Digital media page)

**Digital Media**

All digital media and art students have access to the studios latest technology and basic materials. This includes classes with large LED display screens, light tables, scanners and high speed wifi. Students also get all day access to the studio both before and after classes and can stay as long as they want to finish projects.

Digital Media students also get access to the job postings, projects and internships offered by the Hub’s businesses. This will help them build their portfolio and gain valuable industry experience.

Students will also have access to a free workshop class per month and discounted rates for enrolment in workshops.

**COURSES**

**Portfolio Art**

Portfolio Development art classes teach fundamental drawing and painting skills. Our teachers have extensive industry experience as well as professional knowledge that can guide students towards getting into the best university and college programs. Our program coordinator has a working relationship with school coordinators. Our teachers understand what is demanded in current school curriculums helping our students get a leg up into getting into the programs offered at Sheridan College, Seneca College, OCAD, George Brown, Humber College and CalArts.

Course Instructor: Anthony Redoblado

Wednesday – Friday: 4-7pm Saturday: 9am-12pm, 4-7pm Sunday: 1-4pm

(Class Option Button)

Portfolio Preparation:

Our program coordinator stays current with the portfolio demands required by the major schools. Teachers in our program are able to assist students in the right areas of portfolio preparation for the best chance to get into the major programs. Our teachers boast a 92% acceptance rate of students getting accepted into the major programs.

Industry Experience:

The current industry experience of our teachers can help students begin to develop post graduate portfolio preparation to get real jobs. The businesses in our Hub also offer real work experience and projects that students can use to develop their portfolios.

Key Skills Learned:

Character Design, Basic Animation Principles, Storytelling, Perspective, Animal Drawing, Basic Drawing Principles, Life Drawing

**Animation**

Our Animation course consists of animation and life drawing classes. Teachers work with students on an individual basis to focus on portfolio preparation that will help them get into top tier animation programs including Sheridan College, Seneca College, OCAD, George Brown, Humber College and CalArts.

Course Instructor: Anthony Redoblado

Wednesday – Friday: 4-7pm Saturday: 9am-12pm Sunday: 1-4pm, 4-7pm

(Class Option Button)

Key Skills Learned:

Character Design, Basic Animation Principles, Storytelling, Perspective, Animal Drawing, Basic Drawing Principles

**Life Drawing**

Our Life Drawing course consists of life drawing classes…..

Teachers work with students on an individual basis to focus on portfolio preparation that will help them get into top tier animation programs including Sheridan College, Seneca College, OCAD, George Brown, Humber College and CalArts.

Course Instructor: Anthony Redoblado

Friday: 7-10 pm Saturday: 1-4pm Sunday: 4-7pm

(Class Option Button)

(Life Drawing Button)

Key Skills Learned:

Character Design, Basic Animation Principles, Storytelling, Perspective, Animal Drawing, Basic Drawing Principles

**Costume and Makeup Design**

Costume and Makeup Design is a workshop that is meant to take concepts from illustrative form and bring them to reality. Through the use of makeup and cosmetics, characters on paper are brought to life. Students will be taught how to apply concepts from drawing through makeup covering areas like skin tone and anatomy. Students will get the chance to use makeup and cosmetics to bring character designs to life. Students will go through core concepts of creating a character including appearance which determine how they are interpreted through costume and makeup.

Special effects makeup will be covered including practices used for cinema and film, along with anime and costume play.

Instructor: Alex Grace

Workshop: 3 classes/ 3 hours each class

Time: Friday 4-7pm Saturday 1-4pm

Fees: $180 (WORKSHOP 180 BUTTON)

(Technology page)

**Technology**

All technology students have access to the studios latest technology. Students will have access to the in class technology during class. This includes classes with large LED display screens, light tables, scanners and high speed wifi, SLR cameras and drone camera technology. Students will have all day access to the studio both before and after classes. Technology students also get access to the job postings, projects and internships offered by the Hub’s businesses.

**Photography 101**

Students in Photography 101 will start with a basic introduction to operating a digital SLR camera and learn about different types of lenses that are used for different subjects and environments. Students will also learn to take industry quality photos with different lighting and vantage points, including framing and taking photos of different subjects including people, objects and landscape. The course also covers an introduction to photo editing and how to use Adobe Photoshop.

Instructor: Andrew Bulos or Mathew Chung

Workshop: 3 classes/ 3 hours each class

Time: Saturday 9am-12pm

Fees: $180 (WORKSHOP 180 BUTTON)

Key Skills Learned: Students will develop a basic knowledge on how to use and work with a digital SLR Camera and what different lenses are used for. Students will also learn how to photograph different subjects including inanimate objects, people and landscapes. Key principles will also be taught including lighting, framing and photo editing.

Secondary Courses:

Advanced Subject Photography: Learn how to photograph for a wedding event

Photoshop Course

**Videography 101**

Students in Videography 101 will learn the basics of videography including learning the basics of a digital camera and different types of cameras available on the market. Students will also learn to take videos in different lighting and vantage points. They will learn and use different types of camera accessories and technology including image stabilization accessories and drones. Students will learn about different techniques and setups that professionals use to create good vantage points for video editing and final video production. The course also covers an introduction to video editing and how to produce final videos that look professional and are of industry quality.

Instructor: Mathew Chung

Workshop: 3 classes/ 3 hours each class

Time: Sunday 9am-12pm

Fee: $180 (WORKSHOP 180 BUTTON)

Key Skills Learned: Students will develop a basic knowledge on how to use and work with various camera technology including image stabilization and drones. Students will learn how to shoot videos with different techniques and setups to produce final videos that are industry quality. Key principles will also be taught including lighting, vantage points and editing.

**Photoshop 101**

Students in Photoshop 101 will begin with the basics of Adobe Photoshop and will learn advanced techniques. Students will also learn how to edit photos under different lighting and how to edit and frame photos to focus on different subjects including people, objects and landscape. Students will develop advance editing skills that industry professionals use. Editing techniques will also be taught for different types of photography including subjects with people, objects or landscape.

Instructor: Mathew Chung

Workshop: 3 classes/ 3 hours each class

Time: Saturday 1-4pm

Fees: $240 (WORKSHOP 240 BUTTON)

Key Skills Learned: Intro to Adobe Photoshop. Advanced Photoshop skills and techniques used by industry professionals to create industry quality photos for different subjects including inanimate objects, people and landscapes. Key principles will also be taught including advanced editing for lighting and framing subjects.

**Digital Media and Marketing**

Students in Digital Media and Marketing will learn to produce different digital media related to marketing for businesses. Students will learn graphic design concepts to design logos, covers, business cards and product layouts for magazines and websites. Students will develop an understanding of how digital media can connect businesses to customers and how to focus on designing and creating material that best connects them on different platforms including social media and other advertising platforms.

Instructor:

Workshop: 3 classes/ 3 hours each class

Time: Sunday 1-4pm

Fees: $240 (WORKSHOP 240 BUTTON)

Key Skills Learned: Designing and learning how to create different digital media used by businesses. This includes logos, business cards, website design and product layouts. Students will learn key principles about digital media and focusing on design techniques that help businesses to connect to the customer.

Secondary Course: Marketing 101

(startup page)

**Startups**

**Startup 101**

The course will cover how to put together a business plan and a pitch that can be given to potential investors. Key components of the business plan will be taught. A basic introduction to marketing, building a customer base and gaining traction will be covered. The course will cover concepts including how to turn a basic business idea into an action plan and how a business plan can be the first step towards execution. Other concepts covered would be how to fundraise for a small startup, where to raise financing and potential exit strategies that should be considered from the very start of the business.

Instructor: Ricky Wong

Workshop: 3 classes/ 3 hours each class

Time: Thursday 7-10pm

Fees: $240 (WORKSHOP 240 BUTTON)

Key Skills Learned: Building a Business Plan and a Pitch that investors want to see. Gaining basic principles of marketing that can be translated to building an initial customer base and gaining traction for a startup. Understand how to fundraise and to include an exit strategy from the very beginning.

**Marketing 101**

This course will provide a basic introduction to key marketing principles for a startup and small business. The course will also cover more advanced marketing strategies that can help a business grow its consumer base. These include marketing concepts that can increase word of mouth advertising, branding, digital media and social media advertising. Key marketing concepts will be taught that focuses on the importance of understanding the consumer and learning how to do this. Finally, the course will teach students concepts on how to improve a product or service that can be better marketed to the target customer.

Instructor: Ricky Wong

Workshop: 3 classes/ 3 hours each class

Time: Wednesday 7-10pm

Fees: $240 (WORKSHOP 240 BUTTON)

Key Skills Learned: How to market for an early age startup or small business. Learn how to grow a customer base and gain new and repeat customers. Develop key concepts in advertising including word of mouth, branding and utilizing different platforms like digital media and social media. Learn skills to do proper research and learn about your target customer. Learn how to develop or shape your product or service to better market towards the target customer.

**Product Staging and Photoshop**

The course will teach advanced skills on marketing and promotion. Students will learn about industry techniques used to produce professional quality photos used for advertising. Students will also learn how to stage photos for products or services that can translate key marketing messages to target customers. The course will also cover how to produce photos for different platforms including social media, website and other promotional material like posters and magazines. Finally, the course will cover advances Photoshop techniques and methods of taking professional quality photos that can be used for advertising for any product or service.

Instructor: Ricky Wong and

Workshop: 3 classes/ 3 hours each class

Time: Saturday 1-4pm

Fees: $240 (WORKSHOP 240 BUTTON)

Key Skills Learned: How to take professional quality photos for products or services. Students will learn how to take photos that can translate their marketing message to the target customer. Photoshop techniques and methods of taking photos that can be used for different advertising platforms like social media, websites, digital media and print.

(Hub page)

**Hub**:

DIGITAL MEDIA + TECHNOLOGY + STARTUPS (graphic)

The Hub is an open workspace and learning environment that brings together students and businesses. Enrolled students have all day access to the work studio and open workspace. They can come before or after class and stay as long as they want to finish projects.

The Hub allows businesses to post jobs, internships and projects for students to gain valuable work experience, develop portfolios and get a foot into the startup and business world. All brought together by the latest technology, hi-speed wifi, and an all day studio.

Businesses in the HUB:

**Gander and Goose** – a kids company that sells wooden products

JOBS:

Photos – product design, logo design, website media, product staging

product design digital media material product staging and photo editing

web design art workshop intern marketing internships

**Imaginix Games** – an internet gaming startup for e-sports with a social platform

JOBS:

design game design marketing internships

(Teachers page)

Anthony Redoblado (photo)

Anthony has been successfully teaching digital media to art students for years. His students boast a 92% acceptance rate into all the major school programs.

His strengths come from his experience from schooling and working in the industry. He stays current with all the curriculum and portfolio requirements at all the major schools including Sheridan College, Seneca College, OCAD, George Brown, Humber College and CalArts.

Through his contacts at these schools, he is able to maintain an understanding of the demands of portfolio acceptance which translates into helping his students succeed with their applications.

His personal teaching style and ability to connect with students has proven successful in teaching the intricate skills of animation, life drawing and digital media.

Courses taught: Animation, Life Drawing, Portfolio Art

Testimonials……

Ricky Wong (photo)

Co-Founder of Gander and Goose, a Canadian retailer that has grown as a local manufacturer of wood products now selling across Canada and the United States.

Ricky has a business background with strengths in marketing and small business startups. His understanding of connecting with the consumer, the importance of product design, pricing and branding can be taught to students in his workshops and courses.

His strengths include advertising knowledge on different platforms including digital media, website, social media and traditional print. He is also a great source for small businesses startups including incorporating businesses, raising funds, networking, accounting and marketing.

(TIMETABLE page)

(Fees page)

Class options are available below. You will be contacted by an administrator to register for specific class times.

Automatic payments for future months can be arranged. Forms of payment accepted include credit card, paypal, cash or cheque ($25 fee charged for returned cheques).

Fees are due on the 28th of each month and are non-refundable. 24 hour notice is required to reschedule a class, missed classes with notice can be rescheduled but are non-refundable and cannot be prorated towards future months.

Plan A

2 art classes (Animation, Portfolio Art, Life Drawing, Digital Painting)

$60 per class (3 Hours)

2/week (8/month)

(Plan A Button)

Plan B

3 art classes (Animation, Portfolio Art, Life Drawing, Digital Painting)

$60 per class (3 Hours)

3/week (12/month)

(Plan B Button)

Plan C

4 art classes (Animation, Portfolio Art, Life Drawing, Digital Painting)

$60 per class (3 Hours)

4/week (16/month)

(Plan C Button)

Plan D

5 art classes (Animation, Portfolio Art, Life Drawing, Digital Painting)

$60 per class (3 Hours)

5/week (20/month)

(Plan D Button)

Private Classes (Animation, Portfolio Art, Life Drawing, Digital Painting)

1 or 2 Private classes a week

$180 per class (3 hours)

1 or 2/ week (4 or 8/month)

(Private Classes Button)

Life Drawing Classes

1 class a week or 4 classes per month

$60 per class (3 hours)

(Life Drawing Button)

(FAQ PAGE)