



# Educational Enrichment Program

Catalog and General Information Supplement

**The Media Arts Center**  
3420 Toringdon Way  
Suite 100  
Charlotte, NC 28277  
**704-502-1979**

## **A MESSAGE FROM THE EXECUTIVE DIRECTOR**

Welcome to The North Carolina Media Arts Center

The Media Arts Center is an educational enrichment center focusing on digital media, filmmaking, and social media marketing for news, sports, and production industry professionals. An educational enrichment program is not a college or university. Enrichment promotes interactive, technology driven critical thinking and problem solving skills and improves people's ability to concentrate with hands-on interactive lessons. This makes learning more meaningful, valuable, and rewarding by allowing students to retain more than from a traditional classroom setting.

The Media Arts Center remains committed to providing quality instruction by industry professionals, dynamic and relevant courses of study, and opportunities for an authentic, hands-on experience. Students learn the skills necessary for a rewarding and successful future in a course of study that continues to expand and evolve.

We strive to be the premier digital media arts center in North Carolina. Student success is at the heart of all we do. The success of The Media Arts Center is defined solely by the satisfaction of each student's ability to learn and prosper from their newly learned skills.

If you are looking to enrich your life with a rewarding field of study – you've come to the right place. Take even a single course and watch how fast you'll be bitten by the bug of broadcasting.

*May Forges - R.N.*

Executive Director

The "MAC" Media Arts Center

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## ADMINISTRATION

May Forges, R.N. **Executive Director**

## FACULTY

CATHY BEASLEY	5+ years Acting, Producing, Directing Film
ANDY BUCK	10+ years in Filmmaking + Documentaries
JOHN CASSON	20+ years in Audio Production +Performance
MICHAEL CHASIN	20+ years in Filmmaking + Directing
ARROE COLLINS	20+ years in Audio Production + Performance
CARISSA DOIG	10+ years in Social Media Marketing
ED GIGANTE	20+ years Audio Production
PAUL ERVIN	20+ years in Video Performance
RYAN GUILL	7+ years in Video Production
VALERIE MENZEL	20+ years on Video Performance
MIKE PEACOCK	5+ years Video Production
SILKE RIBLE	10+ years Video Performance
GEORGE WASHINGTON	20+ years+ Audio Production and Performance

## 2024 PROGRAM CLASS START AND END DATES

Four program start dates are offered: Spring, Summer, Fall, and Winter terms.

Twelve course start dates are offered throughout the fiscal year.

An online calendar is posted and updated with start dates.

Not all courses are offered during all months. Consult the online calendar for a schedule

## TUITION as of July 2024

The tuition for each 48-session Program is \$4800 and includes 24 classes and 24 corresponding labs.

The tuition for a 12-session course is \$1400 and includes 6 classes and 6 corresponding labs.

There is a lab use fee of \$150 for all classroom and studio based classes.

A non-refundable one time registration fee for new students is \$50

## GOVERNING BODY & LEGAL OWNERSHIP

Operations Management Company - d.b.a. The Media Arts Center

Educational enrichment programs are not regulated Board of Education Licensure

3520 Toringdon Way, Suite 100, Charlotte, North Carolina 28277

## MISSION STATEMENT

The Media Arts Center strives to offer a range of brief, affordable programs to the local community. We are focused on core areas of audio and video production and performance, filmmaking pre-production, production, and post production, digital social media, and other educational enrichment related courses.

## **PROGRAM OBJECTIVE**

The Broadcast Media Programs are comprehensive, hands-on, learn-by-doing courses designed to provide instruction in the practical applications, criticism, ethics, policy and practice of communications & modern broadcast, filmmaking, and digital media technology. Students learn to perform vocally on air (both visual and audio), how to perform multiple aspects of behind-the-scenes production (both visual and audio streaming) and apply proper technique and theory to news and sports writing and reporting, as well as commercial copy writing and performance, coupled with best practices and broadcast ethics. Additionally, students learn modern-day application of these techniques in a digital media sphere, understanding the importance of branding both companies and individuals in this modern broadcast environment, using web technologies, social networking, podcasting & marketing techniques.

## **HOURS OF OPERATION/PROGRAM CALENDAR**

School operating hours are when classes are in session.

Twelve separate terms are offered during the calendar year at the start of each calendar month. We observe the following holidays: New Year's Day, MLK Day, Memorial Day, Juneteenth, Independence Day, Labor Day, Thanksgiving Day and Christmas Day. In the event that a scheduled class occurs on a legal holiday, or the school closes due to inclement weather, the class will be made up at a day and time within the term and decided based on the instructor availability.

## **MONTHLY COURSE SCHEDULE**

See the Scope and Sequence listed below for a more specific course schedule and lab work outline. The specific date and time of each class may change depending upon instructor availability.

After graduation, audio and video studio facilities are available for graduates in good standing (strictly for non-commercial purposes) upon request and for a quarterly lab fee of \$150 (subject to availability and scheduling requirements). The Media Arts Center maintains a lending library on-line subscriptions and resources available to all students.

## **FACILITIES AND EQUIPMENT**

The Media Arts Center has an available space of 2500 square feet. The classroom is outfitted with iMac computers running Adobe Creative Cloud. Our radio studios are professionally equipped with broadcast consoles, speakers and various digital audio recording and broadcast software including Adobe Audition and NexGen. The Media Art's TV studio is complete with a switcher, character generator, mixers, intercom headsets, multiple cameras for on-location shooting & studio shooting. Our video editing suite features Adobe Premiere editing systems. Instructors will provide their own professional equipment in the classroom

## **REQUIREMENTS FOR ADMISSION**

Registration is required prior to enrolling in any program at The Media Arts Center. A registrant is determined eligible if he/she has expressed interest in educational enrichment and submits timely payment of \$50 prior to the start of each course. Excessive absenteeism, disciplinary issues, or poor past evaluations may exclude a registrant from future courses. Registrants must also sign an image release document outlined in the terms of service agreement. The Media Arts Center does not discriminate based on age, religion, or race.

## **CREDIT FOR PREVIOUS TRAINING**

The Media Arts Center does not grant credit for previous adult training or education.

## **ATTENDANCE**

Students are expected to be prompt and regular in attendance at all classes. Attendance will be taken digitally prior to each class and kept on file with the Director. Students who miss classes are required to notify the director in advance of their absenteeism and schedule a make-up class when practical.

## **SATISFACTORY ACADEMIC PROGRESS/GRADING**

The Media Arts Center's educational enrichment program does not offer transcripts, letter grades, or written performance reviews. Progress is evaluated based upon submission of required assignments and class participation. Assignments are to be submitted and completed according to schedule to ensure timely feedback from our instructors.

Repeated incomplete assignments may result in termination for unsatisfactory progress and require the retaking of the entire Program, at an additional cost to the student. [See **Termination of Student** below]

## **CONDUCT**

All students will be provided with a copy of the Code of Conduct. Professional conduct is expected at all times. Mutual courtesy and respect between instructors and students is to be maintained. Any student who does not maintain a cooperative attitude may be referred to the Director for advising. Repeated non-cooperation may result in the student being dismissed from the program, at the sole judgment of the Director. Any student engaging in inappropriate conduct in connection with another student or assignment may be immediately suspended and may be expelled without a refund.

## **PAYMENT PLANS**

No federal funding is available. Students are responsible for payment in full on the first day of class. Students unable to pay the full program cost are encouraged to take individual courses. To obtain detailed information about payment options, contact the Director. We do not accept cash payments.

## **DEFAULT**

Upon default on any payment when due, the student agrees to pay the cost of collection including reasonable attorney's fees. Furthermore, delinquent students may be suspended until such financial obligations have been satisfied.

## **PROGRAM COMPLETION**

Successful completion is defined as satisfying all classes and financial obligations in the enrollment agreement have been satisfied.

## **TYPE OF AWARD**

A digital proof of portfolio in the form of a news package or finished film should be completed for each student who has successfully fulfilled the requirements of The Media Arts Center. However, as an educational enrichment program, no such digital portfolio is required to complete the course.

## **STUDENT TRANSCRIPT/PERMANENT RECORD**

Student records (including daily attendance and record of academic achievement) are not retained by the center after the program is complete. The strongest indicators of student achievement in the digital media industry is a strong portfolio of performance. Your director can assist with completing this milestone

## **PLACEMENT POLICY**

The Media Arts Center is not a school and does not guarantee any student an internship or employment upon graduation but may assist and provide direction on updated listings of entry-level radio, television and multimedia jobs for the life of the school. At the discretion of the director, graduates may have access to the studios for preparation of demonstration materials and receive vocational counseling when appropriate.

## **REFUND POLICY**

Students who apply for admission and do not enter the program will be charged only the registration fee. Should a student begin training and wish to withdraw, written notification is required to be given. Refunds are subject to the following:

A 100 percent refund shall be made if the student officially withdraws from the class in which the student is officially registered prior to the first day of the program as noted in the school calendar. Also, a student is eligible for a 100 percent refund if the program in which the student is officially registered is canceled by the school. If a student enrolls & withdraws or discontinues after the term has begun but prior to the completion of the term, the following refunds apply:

For a student withdrawing from or discontinuing the program prior to completing 25%, the student will be charged 50% of the total tuition cash price plus registration and lab fees.

For a student withdrawing from or discontinuing the program after the 25% mark, the student is entitled to no refund. Such a student is responsible for paying total tuition owed. In extreme hardship cases, the director may, at his/her sole discretion, offer students an opportunity to retake the course for only the cost of the lab fee and registration, currently \$150/\$50.

If the student cancels and withdraws or is terminated at a date entitling the student to a refund, but if the student has not at such time paid the amount of tuition plus registration and lab fees owed after taking into account the applicable refund, the student will be obligated to pay the remaining amount of tuition plus registration and materials fees on the next scheduled installment payment date.

Should an entire course be canceled for any reason, the policy of The Media Arts Center is to refund any and all monies collected for that scheduled class.

## **TERMINATION OF STUDENT**

The Media Arts Center reserves the right to terminate any student prior to completion of the training. Grounds for dismissal include: non-compliance with code of conduct or other rules and regulations, insufficient attendance, unsatisfactory progress, improper behavior, non-payment of tuition, possession of or being under the influence of a controlled substance, alcohol or drugs. Unsatisfactory progress is defined as failing to submit two or more assignments. Insufficient attendance is defined as missing 6 or more classes. A student terminated for unsatisfactory progress or insufficient attendance may be reinstated [subject to capacity] if the student shows evidence of the ability to successfully complete the program, attends regularly and demonstrates the willingness to apply himself to the satisfaction of the Director. A student terminated for misconduct cannot be readmitted under any conditions. The actual date of termination is the date written and dated notice is received by the director or served to students.

## **WITHDRAWAL**

For purposes of determining the date on which a student withdraws from or discontinues the program, the date of giving written notification of withdrawal to the director will govern regardless of whether the withdrawing student did not actually attend classes prior to the date of giving notice. A student failing to submit a letter of withdrawal will be considered absent for all days missed.

## **LEAVE OF ABSENCE**

A leave of absence is not applicable at The Media Arts Center. Military exemptions apply.

## **STUDENT COMPLAINT POLICY**

Should a student have a complaint that cannot be addressed or corrected in a reasonable amount of time by a meeting with the Director, the student should then follow this procedure:

Students should submit a written record of the receipt of the complaint. [All written complaint records shall be maintained for a period of one year following the graduation or withdrawal of the student.]

The director shall respond to student complaints within 30 days from submission by the student in writing.

## **ADVERTISING**

The Media Arts Center does not engage in any false or misleading forms of advertising.

This is the current catalog of this institution and it is certified to be true and correct in content and policy.

*John Casson*

**Principle, The Media Arts Center**