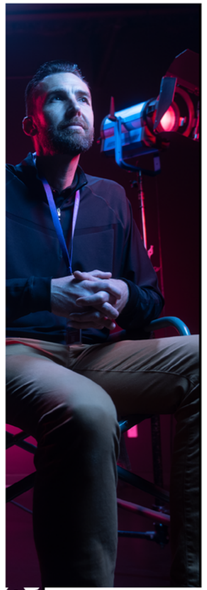

FIRST INSTITUTE
BROCHURE

“ALL OUR DREAMS CAN COME TRUE,
IF WE HAVE THE COURAGE TO PURSUE THEM.”

-Walt Disney



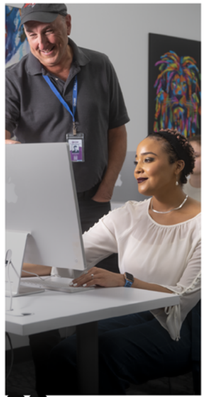
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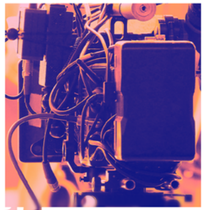
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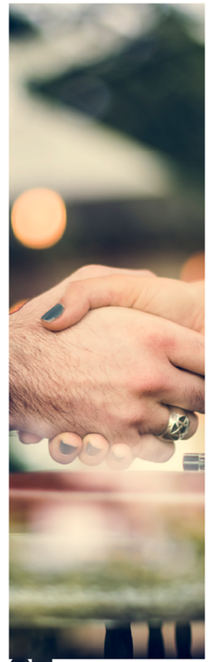
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# THE F.I.R.S.T. ADVANTAGE










## LEARN FROM TRUE INDUSTRY PROS

At F.I.R.S.T. Institute, our faculty of active industry professionals will help you lay the groundwork for your dream career. Whether you are an online or on-campus student, you will benefit from highly personalized instruction and one-on-one guidance.

## ENTER THE INDUSTRY IN 10 MONTHS

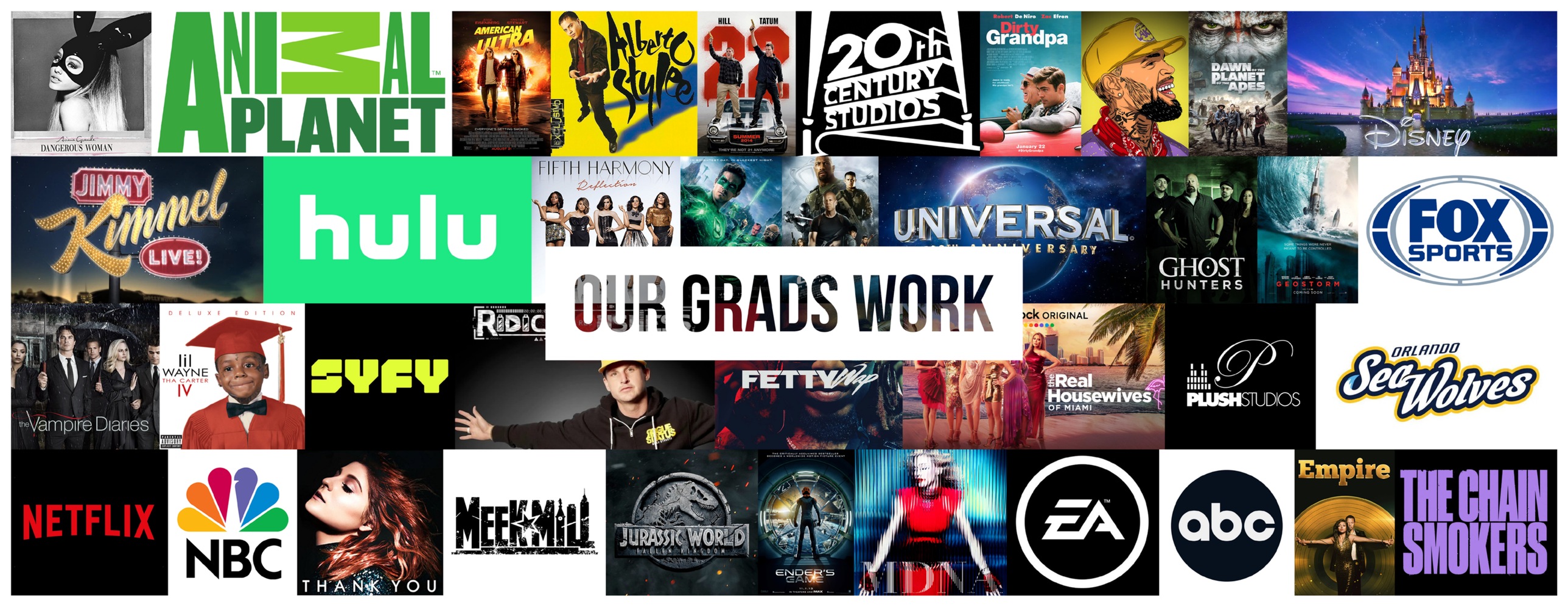
Don't wait for two to four years to start working in an industry you're passionate about. In just ten months, our programs will prepare you to launch your career, equipping you with the knowledge necessary for various entry-level positions.

## DITCH THE TEXTBOOKS

Learn the tricks of the trade on industry-standard equipment and software. Our programs will help you understand the workflow of creative professionals through hands-on projects that simulate an industry environment.

## GRADUATE WITH LESS DEBT

With affordable tuition, our students start their careers with less debt than those who attend comparable institutions. We offer multiple financial aid options to those who qualify so that you can start your journey in the digital media industry today.


DANGEROUS WOMAN
ANIMAL PLANET
AMERICAN ULTRA
Albert Style
HILL TATUM
21 JUMP STREET
SUMMER 2014
20th CENTURY STUDIOS
Dirty Grandpa
DAWN OF THE PLANET OF THE APES
Disney
JIMMY Kimmel LIVE!
hulu
FIFTH HARMONY
Reflection
UNIVERSAL
GHOST HUNTERS
GEOSTORM
FOX SPORTS
OUR GRADS WORK
the Vampire Diaries
DELUXE EDITION
lil WAYNE
THA CARTER IV
SYFY
FETTY Wap
the Real Housewives OF MIAMI
PLUSH STUDIOS
ORLANDO SeaWolves
NETFLIX
NBC
THANK YOU
MEEK MILL
JURASSIC WORLD
FALLEN KINGDOM
ENDER'S GAME
abc
Empire
THE CHAINSMOKERS



# “EDUCATION IS THE KINDLING OF A FLAME, NOT THE FILLING OF A VESSEL.”

-Socrates



# ON CAMPUS

Our on-campus classes allow students to meet with their instructors and classmates face-to-face. In addition, students will gain hands-on experience in fully equipped studios, sound stages, and production labs.





# ONLINE

With our online Interactive Distance Learning courses, students can gain the knowledge and skillset needed to enter the digital media industry from the comfort of their homes. Students attend live lectures and work alongside their classmates in virtual meeting rooms. With the help of a Creative P.A.K., they still receive hands-on training with industry-standard equipment and software.

# RECORDING ARTS & SHOW PRODUCTION

## PRODUCE REMARKABLE RESULTS

The Recording Arts & Show Production program will equip you with the skills needed to thrive in the competitive audio engineering and live sound industries. You'll use analog and digital gear to bring your sonic ideas to life.

# DIGITAL FILM & VIDEO PRODUCTION

## CREATE YOUR CAREER

Go behind-the-scenes with the Digital Filmmaking & Video Production program. You'll learn how to create short films, music videos, commercials, live broadcasts, and more. From the art of storytelling to cinematography to editing and vfx, this course covers everything you need to know to break into the audiovisual industries.

# CHOOSE A PATH.

# GRAPHIC DESIGN & WEB DEVELOPMENT

## DESIGN YOUR FUTURE

The Graphic Design & Web Development program will teach you to use the many digital design tools available today to unlock your creativity. Whether you aspire to create iconic logos, dynamic motion graphics, or stunning websites, this program will put you on track to a fulfilling career in a growing industry.

# DIGITAL PHOTOGRAPHY

## CAPTURE YOUR VISION

Learn to capture remarkable images in the Digital Photography program. In this program, you'll discover how the masters use lighting, composition, color, and story to create iconic photographs. You'll then put these skills into practice through a variety of projects that simulate the type of work you'll do when you enter the industry.

# RECORDING ARTS & SHOW PRODUCTION









## AUDIO MIXING & MASTERING

Learn all about how digital audio workstations are used to edit and refine audio. Get hands-on training in Pro Tools, Logic Pro, and Studio One.

## LIVE SOUND

Gain the necessary skills to execute a live production. Learn what goes into putting on professional concerts and events, from building out stages to running audio and lighting.

## SOUND FOR VISUAL MEDIA

Master the arts of sound design, dialogue replacement, and scoring. Create audio environments for visual media such as movies and TV shows in a Dolby Atmos-equipped recording studio.

## AUDIO THEORY

Dive into audio theory to better understand why certain sounds work well together while others do not. Learn how tones, harmonies, and dynamics work together to solicit an emotional response from the listener.

# COURSE BREAKDOWN

## DIGITAL AUDIO FUNDAMENTALS
In Digital Audio Fundamentals, students will be introduced to D.A.W.s and learn about the many exciting possibilities the audio industry offers.

## MUSIC PRODUCTION
In Music Production, students will learn about MIDI, remixing, and sampling techniques.

## RECORDING ARTS 101
In Recording Arts 101, students will gain a firm understanding of the recording process, studio etiquette, signal flow, and teamwork.

## RECORDING ARTS 201
In Recording Arts 201, students will write and record a song from scratch. They'll also apply their knowledge of studio acoustics and isolation by designing a recording studio.

## MUSIC MIXING & MASTERING
In Music Mixing & Mastering, students will gain an understanding of advanced editing and mixing techniques as well as audio mastering and restoration.

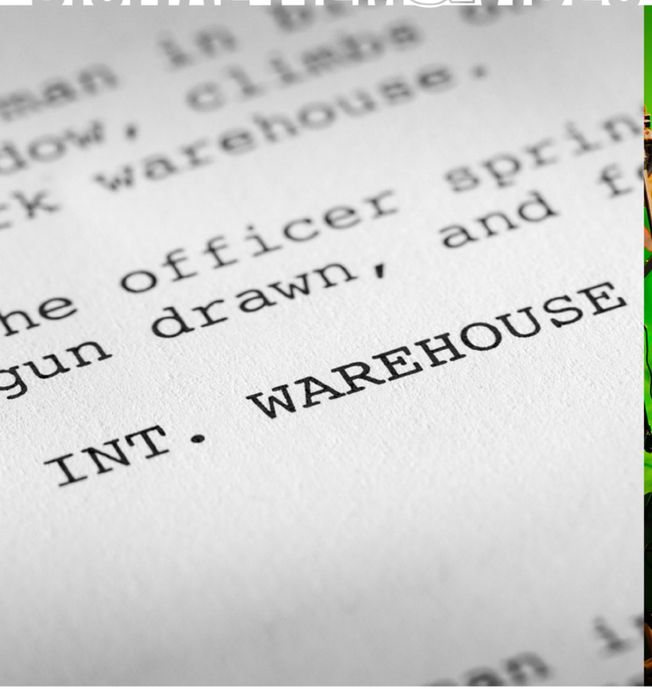
## SOUND FOR VISUAL MEDIA 101
During Sound for Visual Media 101, students will record dialogue, Foley, sound effects, and an original score for a short film.

## SOUND FOR VISUAL MEDIA 201
In Sound for Visual Media 201, students will learn techniques for commercial and residential installation of A/V equipment.

## SHOW PRODUCTION
In Show Production, students will learn system setup and installation, troubleshooting, safety, maintenance, streaming, and playback systems. Campus students will apply this knowledge at live concerts and events hosted on-site.



# DIGITAL FILM&VIDEO PRODUCTION










## STORYTELLING & PRE-PRODUCTION

Explore the world of cinema by first understanding the foundation of all creative work: story. Then, learn how to structure a screenplay, create a storyboard, develop a budget, scout locations, and more.

## PRODUCTION

Direct and work alongside a production crew in a multitude of industry projects. Operate cinema cameras, direct talent, capture audio, and so much more.

## POST-PRODUCTION

Dive into the world of Adobe Premiere, After Effects, and DaVinci Resolve. Learn to edit, add titles & effects, design sound, work with music, and color grade your work for the final release.

## LIVE PRODUCTION

Dive into the world of live production by producing live streams of actual concerts and events at our on-site facility. Gain experience with studio cameras and broadcast equipment.

# COURSE BREAKDOWN

## STORYTELLING AND VIDEO TECHNOLOGY
In Storytelling and Video Technology, students will learn how to structure a screenplay and create storyboards. They will also gain a technical foundation in camera operation and cinematography.

## DIGITAL EDITING AND VISUAL EFFECTS
Students will begin Digital Editing and Visual Effects by learning how to edit in Adobe Premiere. They will then jump into Adobe After Effects, where they will learn to composite, design motion graphics, and incorporate particle effects into their shots.

## COMMERCIAL PRODUCTION
In Commercial Production, students will explore the role that filmmaking plays in advertising. Students can create a stylized product video in the soundstage or go on location to shoot a commercial for a local business.

## MUSIC VIDEO PRODUCTION
In this Music Video Production, students will write, shoot, and edit a music video for a local artist.

## SHORT FILM PRODUCTION
In Short Film Production, students will produce a short film. To acheive this, they'll need to crowdfund, work with real actors, and shoot on-location.

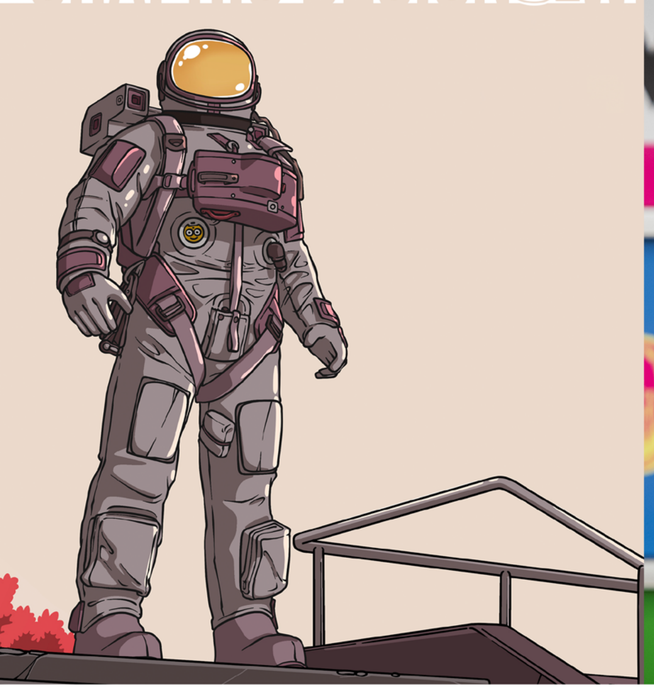
## EPISODIC PRODUCTION
In Episodic Production, students will learn to write and develop a series for streaming or broadcast. Students will learn the principles of episodic script writing, story guide creation, and character development.

## LIVE VIDEO PRODUCTION
In Live Video Production, students will learn the fundamentals of streaming software and studio equipment as well as proper signal flow in studio, stage, and control room enviroments.

## COLOR GRADING
In Color Grading, students will learn the essentials of color theory and apply these concepts in DaVinci Resolve. In this course, students will also finalize their demo reel.



# GRAPHIC DESIGN&WEB DEVELOPMENT



## DIGITAL ILLUSTRATION

Learn to create digital works of art using Adobe Illustrator. Master the principles of composition and color, and learn to apply this knowledge in real-world situations.



## PHOTOGRAPHY & LAYOUT DESIGN

Get behind the lens and learn the basics of camera operation and photo editing in Adobe Photoshop. Break into the world of professional publishing and large-format printing through a variety of layout design projects.



## MOTION GRAPHICS

Take your art and design to the next level by implementing motion in your digital creations. Dive into the world of Adobe After Effects and learn the basics of animation and working in 3D space.



## WEB DEVELOPMENT

Learn to develop websites from the ground up using coding and CMS platforms such as Wordpress. Develop a fully functional site and transform your digital art into a user-friendly experience.

# COURSE BREAKDOWN

## GRAPHIC DESIGN PRINCIPLES
In Graphic Design Principles, students gain a basic understanding of the Mac operating system and and jump into the Adobe Creative Suite, starting with Adobe Illustrator.

## DIGITAL ILLUSTRATION
In Digital Illustration, students will graduate to more advanced illustration techniques and explore the concept of depth.

## PHOTOSHOP & DIGITAL PHOTOGRAPHY
In Photoshop & Digital Photography, students are introduced to the basics of photography. They then learn how to edit, retouch, and composite in Adobe Photoshop.

## UI/UX DESIGN
In UI/UX (User Interface/User Experience) Design, students gain an understanding of how to facilitate easy end-user experiences through meaningful and purposeful interface design.

## WEB DESIGN AND DEVELOPMENT
In Web Design and Development, students develop a website from scratch. They then learn basic frameworks and grid-based layouts through templates in Wordpress.

## MOTION GRAPHICS
In Motion Graphics, students learn the principles of animation in Adobe After Effects. They also learn to manipulate depth in a 3D environment.

## LAYOUT DESIGN
In Layout Design, students will use Adobe InDesign to create catalogs and brochures, and then go on to explore the inner workings of a print shop.

## WEB & GRAPHICS PORTFOLIO
In Web & Graphics Portfolio, students cumulatively refine and perfect all of their previous projects and compile these projects into a professional web portfolio.



# DIGITAL PHOTOGRAPHY



## COMPOSITION & AESTHETICS

Gain a solid foundation in photography by understanding the basics of composition and aesthetics. Learn how these fundamentals to can turn good photos into great photos.



## LIGHTING PRINCIPLES

Learning to paint with light is a crucial element of the photographic process. Understanding these principles can help elevate your photography to industry-standard quality.



## STUDIO PHOTOGRAPHY

Get experience working in a studio environment and learn the process of producing headshots, product photos, fashion photography, and more.



## LANDSCAPE & EVENT PHOTOGRAPHY

Learn what it takes to capture beautiful shots of landscapes and live events. Discover how to view the world through the lens of a photographer and find the angles that elude the novice.

# COURSE BREAKDOWN

## INTRO TO THE CAMERA & LIGHTROOM

In Intro to the Camera & Lightroom, students will be introduced to photography fundamentals such as lenses, exposure, lighting, and composition. They will also begin to explore the Adobe Creative Suite.

## COMPOSITION & AESTHETICS

In Composition & Aesthetics, students will explore design principles like balance, rhythm and repetition, emphasis, and harmony. They will learn to utilize leading lines, frames within the frame, contrast, and color theory.

## LIGHTING PRINCIPLES

Lighting Principles explores the key fundamentals of lighting through studio portraiture and product photography. Students will gain hands-on experience with tools such as studio strobes, light modifiers, cyc walls, and macro lenses.

## SPATIAL PHOTOGRAPHY

Spatial Photography is a course that will help students find exciting and unexplored perspectives in landscape, street, and architectural photography.

## PHOTOSHOP FOR DIGITAL EDITING & EXPERIMENTAL PHOTOGRAPHY

In Photoshop for Digital Editing & Experimental Photography, students will learn to composite, retouch photos, create multiple exposures, and digitally replicate the effects of specialty optical equipment.

## EVENT PHOTOGRAPHY

In Event Photography, students photograph a social event (such as a wedding or corporate event), a concert, and a sporting event.

## NARRATIVE IN EDITORIAL PHOTOGRAPHY

In Narrative in Editorial Photography, students will learn storytelling fundamentals and discover how a still image can reveal character and plot. They will then create work to complement articles and short series that stand alone as narrative experiences.

## BUSINESS OF PHOTOGRAPHY

Business of Photography surveys standard business practices such as brainstorming, concept development, communications, research, client briefing, and marketing fundamentals. In this course, students will also create a portfolio of their completed works.





# CAREER DEVELOPMENT

F.I.R.S.T. Institute is dedicated to helping students propel themselves forward in the digital media industries. Our Career Development team assists current students and graduates in preparing themselves for every opportunity that may come their way. By reviewing resumes and portfolios as well as teaching job-searching strategies, we provide our students with all of the necessary tools to find entry-level opportunities in their chosen field.



## RECORDING ARTS & SHOW PRODUCTION CAREER PATHS

**WHAT ARE THE JOBS?**

- Audio Engineer
- A/V Technician
- Broadcast Engineer
- Mix Engineer
- Sound Designer
- Re-Recording Mixer/ Dubbing Mixer

**WHERE ARE THE JOBS?**

The states with the highest levels of employment in the audio industry are California, New York, Florida, Texas, and New Jersey.

## DIGITAL FILM & VIDEO PRODUCTION CAREER PATHS

**WHAT ARE THE JOBS?**

- Cinematographer
- Camera Operator
- Editor
- Screenwriter
- Grip
- Videographer/ Content Creator

**WHERE ARE THE JOBS?**

The states with the highest levels of employment in the film industry are California, New York, Florida, Texas, and Georgia.

## GRAPHIC DESIGN & WEB DEVELOPMENT CAREER PATHS

**WHAT ARE THE JOBS?**

- Graphic Designer
- Layout Designer
- Motion Designer
- Advertising Designer
- Product Designer
- Web & Digital Interface Designer

**WHERE ARE THE JOBS?**

The states with the highest levels of employment in the graphic design & web development industry are California, New York, Florida, Texas, and Illinois.

## DIGITAL PHOTOGRAPHY CAREER PATHS

**WHAT ARE THE JOBS?**

- Studio Photographer
- Photo Editor
- Commercial Photographer
- Sports Photographer
- Wedding Photographer
- Editorial Photographer
- Real Estate Photographer

**WHERE ARE THE JOBS?**

The states with the highest levels of employment in the photography industry are California, New York, Florida, Texas, and Illinois.

“PASSION IS ENERGY. FEEL THE POWER THAT COMES FROM FOCUSING ON WHAT EXCITES YOU.”

-Oprah Winfrey



# LIVING IN ORLANDO

Orlando is the theme park capital of the world. From mega parks like Universal Studios and Walt Disney World to smaller attractions such as Fun Spot and Icon Park, there are more than enough places to keep you entertained while you take the first step on your new career path.




Orlando is home to a vibrant art scene. From major venues like the Amway Arena and Camping World Stadium to smaller joints like The Social and The Plaza Live, music fans have plenty of options. Theater buffs will enjoy catching Broadway shows at the Dr. Phillips Center and dramatic classics at the Orlando Shakespeare Theater. In addition, Orlando is home to world-famous events such as EDC, Megacon, and more.




Canoe through crystal-clear canals at Wekiva Springs, explore the Laureate Park Nature Trailhead, or, of course, unwind at one of many world-famous beaches (there are several within driving distance).






Orlando can be a foodie's dream come true. With a plethora of dining options, you can easily find new places to eat at every day. In addition, the nightlife in Orlando will get you off the couch and grooving from Universal City Walk and Disney Springs to the trendy Mills 50 district and upscale Downtown Winter Park.




If retail therapy is your thing, you won't be disappointed by Orlando's shopping scene. Whether you're into luxury brands or bargain hunting, you'll get your fix. The Mall at Millenia, Disney Springs, Premium Outlets, and many others provide shoppers with a wide array of exciting options.




The Amway Arena, which sits in the heart of downtown Orlando, is home to the Orlando Magic and Orlando Solar Bears. Soccer fans will enjoy catching the Orlando City Lions at the Exploria Stadium.





“CREATIVITY IS SEEING WHAT OTHERS SEE AND THINKING WHAT NO ONE ELSE EVER THOUGHT.”

-Albert Einstein

LET'S CONNECT...



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ORLANDO, FL 32810

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(407)-316-8310

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