IGNOU and access atlantech edutainment launches media courses

JAMMU, JULY 29:

Access Atlantech Edutainment (India) Ltd. (AAT) in association with Indira Gandhi National Open University (IGNOU) has announced the commencement of their certificate courses in the distance-learning mode. The admissions for the courses are open and the classes are set to begin by August 2009.

AAT and IGNOU had signed a Memorandum of Understanding (MoU) in the presence of Prof. V.N. Rajasekharan Pillai, Vice-Chancellor, IGNOU and other distinguished invitees.

Under the MoU, Access Atlantech Edutainment and IGNOU will offer 6-month Certificate courses in Digital Audio and Digital Production. The Certificate Programmes are designed with the objective of creating awareness and understanding of various processes of production in sound and film thereby, generating more self-employment opportunities to the ever-increasing segment of aspiring students. The students will in future have various options to upgrade this certificate studies to diplomas and thereon.

The courses offered under this affiliation are:

(a) Certificate Program in Creative Media Arts (Digital Audio)
(b) Certificate Program in Creative Media Arts (Digital Production in Television and Film)

K. Ravikanth, Director, EMPC, IGNOU said, “IGNOU is very happy to be associated with Access Atlantech in offering creative media courses through distance learning. Media and Entertainment industry is riding high today with numerous opportunities available for aspiring students to make a mark into this segment. The initiative will help many aspiring students living away from metropolitan cities to pursue their dreams of getting into the world of media.”

Mr. Rathish Babu, CEO- Access Atlantech Edutainment (I) Ltd. said; “It’s a first of its kind in the country and a first for us and IGNOU to launch audio and film courses with a mix of online and offline study material and practicals. AAT shall ensure the practical’s sessions required are not compromised and students will get the best of content making proposition as a unique advantage from the courses.”

The distance learning Certificate Programme will be offered from August 2009 with Contact Programmes scheduled at all the Access Atlantech campuses across India.

Course Details

(a) Certificate Program in Creative Media Arts (Digital Audio)
The course provides a solid foundation of the concepts of Digital Audio and its application in the Media industry. The students here undergo an intensive training and also get an opportunity to do assignments and projects. Hence the combination of the concepts and training of software tools provides an ideal platform for bringing out excellent professional for the Media industry.

The programme encompasses a very comprehensive set of subjects. The programme is well organized to impart basic knowledge and provide a wide spectrum of choices to the students. The faculty and the student’s interests include a wide area of Digital Audio like Sound Theory, Studio Equipments, Digital Audio Workstation, Audio Post Production, editing & Mixing etc.

(b) Certificate Program in Creative Media Arts (Digital Production in Television and Film)
The Program is proposed keeping in mind those who have an interest in visual communication and want to understand the mystique behind film making or television programming but have not had access to learn about either. The program is designed to demystify the process and technology behind digital film making so that the aspirants can make better use of the technology available.

This course helps the student to make an informed choice about which aspect of film/video making that he/she wishes to pursue further academically.