

A School Designed with You in Mind.





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The F.I.R.S.T. School is a unique, innovative and extremely hands-on solution for entering the rapidly expanding industry of Digital Media. With a finely tuned blend of industry-working experience and an electrifying educational experience, the F.I.R.S.T. School molds the future with the skills to stamp a lasting imprint extending to careers worldwide.



“THE POWER TO EDUCATE THE FUTURE IS A GREAT RESPONSIBILITY. WE TAKE THAT RESPONSIBILITY SERIOUSLY AND HAVE DEDICATED OURSELVES TO INSPIRE EVERY STUDENT – TO GUIDE THEM TOWARD SUCCESS.”

DONNEY SMITH
DIRECTOR



Think... Your Life, Your Passion, Your Career.

Your Life – Become Acquainted with Orlando, FL Culture

Creative Arts, Downtown, Night Life, Music Scene, Independent Films

Your Passion – Your Dreams Become Reality Through Education

Hard Work, Dedication, Tenacity, Drive, Focus, Determination, Sacrifice, Commitment

Your Career – Success is in the Happiness of a Career You Love

Reward, Stability, Freedom, Challenge, Excitement, Achievement, Recognition

Digital Media *[def]*

Digital Media (as opposed to analog media) usually refers to electronic media that works on digital codes. Today, computing is primarily based on the binary numeral system. In this case, digital refers to the discrete states of “0” and “1” for representing arbitrary data.

Computers are machines that usually interpret binary digital data as information and thus represents the predominating class of digital information processing machines. Digital media like digital audio, digital voice and other digital “content” can be created, referred to and distributed through digital information processing machines. Digital media represents a profound change from previous analog media.



“OUR PASSION IS TO EDUCATE THE FUTURE! WITH EVERY NEW STUDENT, WE SEE THE OPPORTUNITY TO SHAPE THEIR MIND, BUILD THEIR CONFIDENCE AND PROVIDE EXCELLENCE IN THEIR EDUCATION.”

ALAN KAY FORBES
DIRECTOR

Recording Arts Program

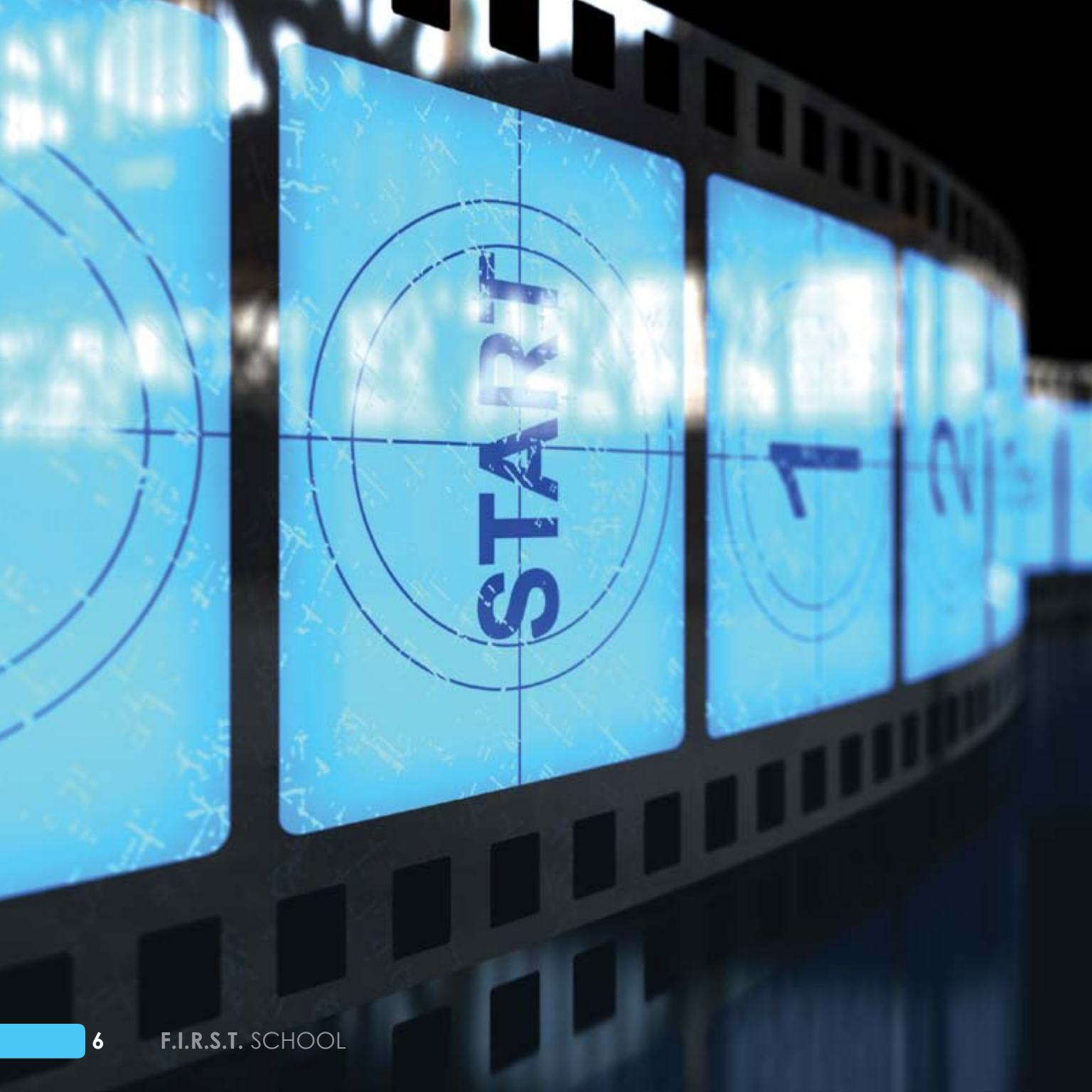
From classic analog consoles to new digital technology, work in a hands-on environment that stimulates your creativity. Become familiar with every aspect of a complex recording studio and then learn signal flow while working hands-on with Recording Consoles and microphones. Learn the art of recording live bands while working with the latest software solutions.

Once you have grasped the basics, you will move into voice over and commercial production for radio broadcast. And then you are immersed into music production and sequencing; from your own Mac creation station you will create mesmerizing dance grooves, earth-pounding hip hop tracks and even fusing genres to birth a new sound.

Become exposed to the world of post production and Foley art, all while developing your own sound FX library and posting frame-by-frame on some of the hottest new movies to hit theaters. Adding to your palette of skills, you will go in-depth into the art and technique of editing, mixing and mastering.

In only eight months you will acquire the skills needed to take your projects from inspiration, to conception, to finished product – formatted for CDR and DVD, or compressed for web streaming.





Film and Video Production Program

Direct, produce and edit your vision for the world to see! Work in a hands-on environment that is conducive to a real production house – incredible students, editing workstations equipped with every tool you need, and HD cameras. Accomplish one goal; gain skills that will have an impact on the world and jump start your career.

Start with the history of film and video – go behind the scenes to learn creative styles of some of the greatest films of our time and from the best in the business. Learn the technique of shooting in HD, work hands-on directing short films, produce music videos and product commercials, and edit inside Apple's Final Cut Studio.



Confessionals

“What lies behind us and what lies before us are tiny matters compared to what lies within us. The F.I.R.S.T. School brought out the knowledge and intuition I never knew I had.”

JUSTIN BARROWS

RECORDING ARTS AND FILM AND VIDEO GRADUATE

“WE HAVE WORKED WITH MANY EXCEPTIONAL GRADUATES FROM THE F.I.R.S.T. SCHOOL. THEY ARE TO BE COMMENDED ON THEIR PROFESSIONALISM AND WORK ETHIC, WHETHER THEY WORK AN ONSITE VIDEO PRODUCTION OR COMPLETE THE VOICE OVER AND POST FOR A COMMERCIAL. IT’S GREAT TO SEE A SCHOOL PROVIDING HIGHER EDUCATION FOR ACTUAL EMPLOYMENT IN THIS INDUSTRY.”

MARSHA REECE

SILVER LINING STUDIOS

“VARIETY CHILDREN’S CHARITY OF ORLANDO RECENTLY MOVED THEIR OFFICES TO THE F.I.R.S.T. SCHOOL. THE F.I.R.S.T. SCHOOL IS A VIBRANT ATMOSPHERE THAT PULSATES WITH THE ENERGY OF YOUNG UP-AND-COMING DIRECTORS, EDITORS AND AUDIO ENGINEERS. THE STAFF IS PROFESSIONAL AND ACCOMMODATING. WE AT VARIETY FEEL EXTREMELY BLESSED TO BE ASSOCIATED WITH THE F.I.R.S.T. SCHOOL.”

KATQUASST, CHIEF OPERATING OFFICER

VARIETY CHILDREN’S CHARITY OF ORLANDO

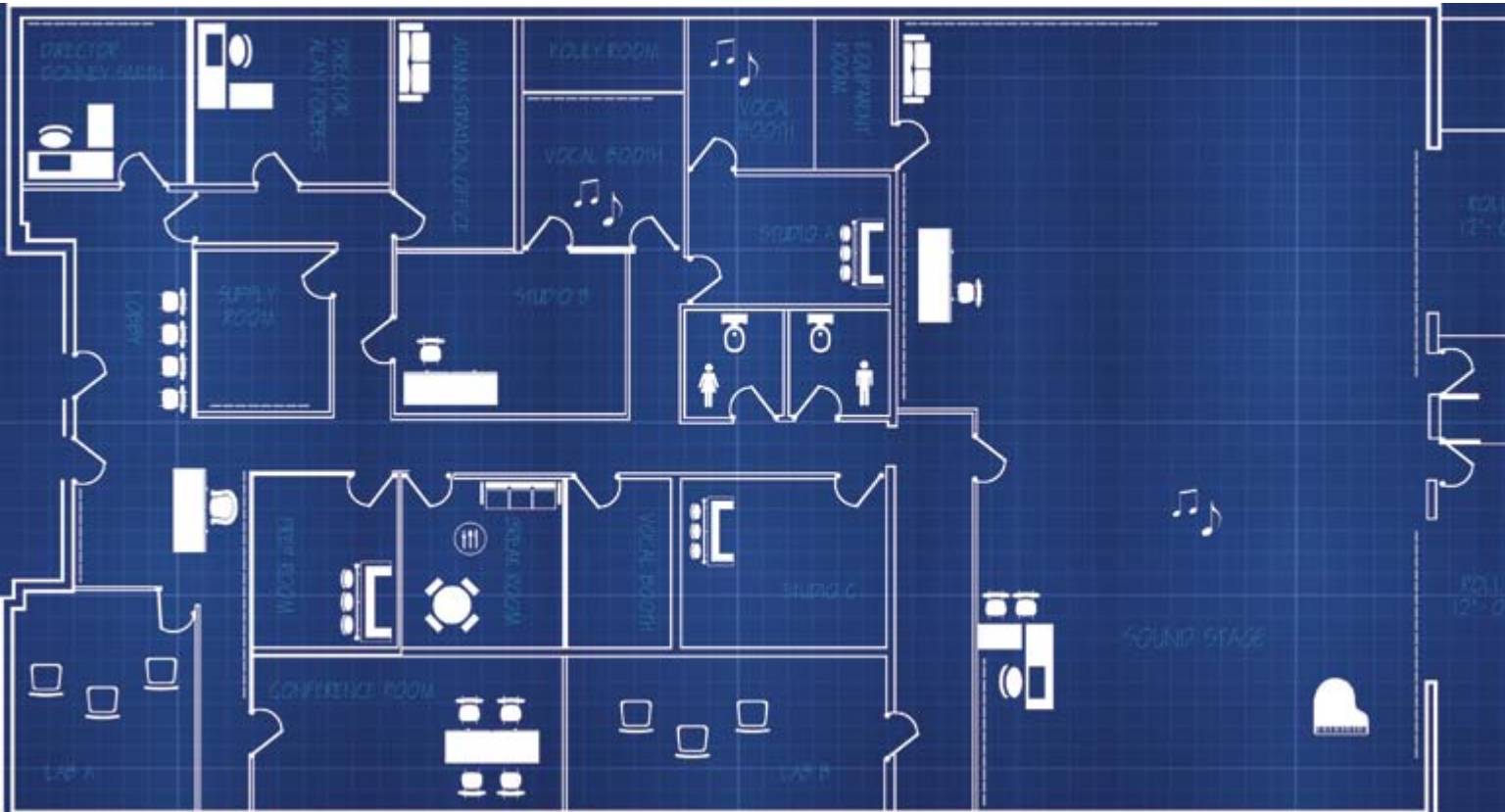
“TAKING MY PROFESSIONAL EXPERIENCES INTO THE CLASSROOM AND WORKING HANDS-ON WITH STUDENTS WHO ARE EXCITED TO LEARN IS MY PASSION. HELPING THEM REACH A NEW STANDARD IN THE INDUSTRY IS MY GOAL AND SEEING THEM REACH THAT NEW STANDARD IS MY SUCCESS.”

DAVID LOPEZ

FILM AND VIDEO
PROGRAM DIRECTOR



Facility and Blueprint



Broadcast and Sound Engineering Technicians and Radio Operators

Projections Data from the National Employment Matrix

Occupational title	Employment 2006	Projected Employment 2016	Change 2006-2016	
			Number	Percent
Broadcast and sound engineering technicians and radio operators	105,000	123,000	18,000	17
Audio and video equipment technicians	50,000	62,000	12,000	24
Broadcast technicians	38,000	42,000	4,600	12
Radio operators	1,500	1,300	-300	-16
Sound engineering technicians	16,000	18,000	1,500	9

Source: www.bls.gov

Employment

Broadcast and sound engineering technicians and radio operators held about 105,000 jobs in 2006.

About 30 percent worked in broadcasting (except Internet) and 17 percent worked in the motion picture, video and sound recording industries. About 13 percent were self-employed. Television stations employ, on average, many more technicians than radio stations. Some technicians are employed in other industries, producing employee communications, sales and training programs. Technician jobs in television and radio are located in virtually all cities; jobs in radio are also found in many small towns. The highest paying and most specialized jobs are concentrated in New York City, Los Angeles, Chicago and Washington, DC – the originating centers for most network or news programs. Motion picture production jobs are concentrated in Los Angeles and New York City.

Earnings

Television stations usually pay higher salaries than radio stations; commercial broadcasting usually pays more than public broadcasting; and stations in large markets pay more than those in small markets.

Median annual earnings of audio and video equipment technicians in May 2006 were \$34,840. The middle 50 percent earned between \$26,090 and \$46,320. The lowest 10 percent earned less than \$19,980, and the highest 10 percent earned more than \$62,550. Median annual earnings in motion picture and video industries, which employed the largest number of audio and video equipment technicians, were \$34,530.

Median annual earnings of broadcast technicians in May 2006 were \$30,690. The middle 60 percent earned between \$20,880 and \$45,310. The lowest 10 percent earned less than \$15,680, and the highest 10 percent earned more than \$64,860. Median annual earnings in radio and television broadcasting, which employed the largest number of broadcast technicians, were \$27,380.

Median annual earnings of sound engineering technicians in May 2006 were \$43,010. The middle 50 percent earned between \$29,270 and \$65,590. The lowest 10 percent earned less than \$21,050, and the highest 10 percent earned more than \$90,770.

Median annual earnings of radio operators in May 2006 were \$37,890. The middle 50 percent earned between \$28,860 and \$48,280. The lowest 10 percent earned less than \$20,790, and the highest 10 percent earned more than \$57,920.

“ATTENDING THE F.I.R.S.T. SCHOOL REALLY MADE MY DREAM TO BECOME A PROFESSIONAL AUDIO ENGINEER COME TRUE. SINCE GRADUATING MY LIFE HAS COMPLETELY CHANGED FOR THE BETTER. I HAVE WORKED FOR PRODUCTION COMPANIES AND EVEN ON MUSIC VIDEOS LIKE “RISE TODAY” FOR UNIVERSAL REPUBLIC ROCK BAND “ALTER BRIDGE.”

DANIEL MEDINA
RECORDING ARTS GRADUATE



Motion Picture and Video Industries

Projections Data from the National Employment Matrix

Occupational title	Employment 2006	Projected Employment 2016	Change 2006-2016	
			Number	Percent
Television, video and motion camera operators and editors	47,000	3,000	5,700	12
Camera operators, televisions, video and motion picture	27,000	30,000	3,100	12
Film and video editors	21,000	23,000	2,600	12

SOURCE: www.bls.gov

Employment

Television, video and motion picture camera operators and editors held about 47,000 jobs in 2006. About 27,000 were camera operators and film and video editors held about 21,000 jobs.

Independent television stations, local affiliate stations of television networks or broadcast groups, large cable and television networks, or smaller independent production companies, employ many. About 17 percent of camera operators and film editors were self-employed. Some self-employed camera operators contracted with television networks, documentary or independent filmmakers, advertising agencies, or trade show or convention sponsors to work on individual projects for a set fee, often at a daily rate.

Most of the salaried camera operators and editors were employed by television broadcasting stations or motion picture studios. More than half of the salaried film and video editors worked for motion picture studios. Most camera operators and editors worked in large metropolitan areas.

Earnings

Earnings in workers in motion picture and video industries vary, depending on education and experience, type of work, union affiliation and duration of employment. In 2006, median weekly earnings of wage and salary workers in the motion picture and video industries were \$593, compared with \$568 for wage and salary workers in all industries combined.

Median annual earnings for television, video and motion picture camera operators were \$40,060 in May 2006. The middle 50 percent earned between \$26,930 and \$59,440. The lowest 10 percent earned less than \$18,810, and the highest 10 percent earned more than \$84,500. Median annual earnings were \$44,010 in the motion picture and video industries and \$32,200 in radio and television broadcasting.

Median annual earnings for film and video editors were \$46,670 in May 2006. The middle 50 percent earned between \$30,610 and \$74,650. The lowest 10 percent earned less than \$22,710, and the highest 10 percent earned more than \$110,720. Median annual earnings were \$53,580 in the motion picture and video industries, which employed the largest numbers of film and video editors.

“MY EDUCATION FROM THE F.I.R.S.T. SCHOOL REALLY PREPARED ME FOR THE CHALLENGES OF THE REAL WORLD. I WAS VERY PREPARED FOR WHATEVER CAME MY WAY BECAUSE OF THE HANDS-ON EDUCATION I RECEIVED.”

JOSHUA GALES

RECORDING ARTS AND
FILM AND VIDEO GRADUATE



The F.I.R.S.T. School offers a unique educational experience to candidates with the desire to excel – our programs are only eight months, class sizes are small, hours are flexible and admittance is selective. The old adage remains true that you need additional schooling to succeed but it doesn't have to come from a two or four-year degree program. Learn the specific skills you need to succeed in the industry today!

“AUDIO AND VIDEO TRAINING ARE BOTH DIFFICULT AND COSTLY. HATS OFF TO THE F.I.R.S.T. SCHOOL FOR MEETING THE CHALLENGE AND PROVIDING COST-EFFECTIVE EDUCATION IN THE FIELD OF DIGITAL MEDIA.”

ART SMITH
CREATIVE CONSULTANT





Quality Education at an Affordable Price

Work Full or Part-time Jobs While Going to School

Tuition

Recording Arts – \$13,500

Film and Video Production – \$13,500

Student loans provided through Sallie Mae Financial Corporation to those who qualify.

You can reach us by planes,
trains and automobiles...

**but we prefer instant access mediums...
digital email, lightning-fast Internet and Digital Phone.**

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