

EVENT & MEDIA PRODUCTION (EMP)

About the Program

This two-year diploma immerses you in the fast-paced field of live events. From meetings to conferences, fundraisers, trade shows and entertainment and sporting events, you'll be taught how to plan and execute a wide range of live events. This includes producing content such as interactive presentations, videos, audio and multi-screen mixed media. You will also learn how to scout venues and create floor plans plus set up, operate and tear down the gear behind successful events.

Credential Awarded

Ontario College Diploma

Duration

4 Semesters (2 Years)

Starts

September

Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

Skills

Throughout this program you will develop the following skills:

- event planning and production
- audio and video production
- interactive and wide-screen presentation creation
- script writing
- video projection
- show calling
- virtual event production

Work Experience

Field Placement

This program includes a valuable field placement that allows you to put your studies into practice in a professional setting. You'll be required to complete 150 hours of field placement before graduating from this program.

Your Career

Graduates of the program can explore the following career options:

- live event producer
- meeting planner

- camera operator
- content producer
- audio visual technician
- event sales and marketing
- creative director
- e-sports producer

You may find yourself working for production companies, audio/video suppliers, corporations, education, video production and trade shows.

Program of Study

Course Code	Course Name	Weekly Hours
Semester 1		
COM101 or COM111	Communicating Across Contexts Communicating Across Contexts (Enriched)	3
EMP100	Visual Skills I	3
EMP110	Intro. to Corporate Media/Business Theatre	2
EMP111	Multimedia I: Presentation Software	3
EMP116	Audio Production I	3
EMP141	Media Writing	3
EMP161	Live Event Production I	4
Semester 2		
EMP142	Script Visual Media	3
EMP212	Multimedia II - Advanced Software Capabilities	3
EMP222	Audio Production II	3
EMP231	Video I - Corporate Video Production	3
EMP251	Event and Production Planning	3
EMP261	Live Event Production II	4
plus: General Education Course (1)		3
Semester 3		
EMP311	Production Scheduling and Floor Plans	3
EMP313	Multimedia III - Advanced Systems	3
EMP322	Live Event Audio	3
EMP332	Video II - Electronic Field Production	3
EMP361	Live Event Production III	4
EMP373	Event Marketing and Public Relations	3
plus: General Education Course (1)		3
Semester 4		
EMP411	Small Business Practices	2
EMP461	Live Event Production IV	5
EMP463	Post Production Workshop	4
EMP480	Industry Field Placement	2
plus: General Education Course (1)		3

Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Collaborate and work in team situations, effectively, positively and constructively.
- Follow the pre-production process when designing professional live business theatre presentations such as tradeshows, conventions and general meetings.
- Follow the pre-production process when developing professional corporate audio and video productions such as training, promotional or informational non-broadcast videos.
- Apply his/her knowledge of the production process to effectively coordinate the crew and talent in studio and/or on location during the production of corporate videos and live business theatre events.
- Produce professional corporate videos and pre-packaged elements for the live business theatre presentation by following the appropriate post-production process.
- Communicate and collaborate professionally and effectively with corporate clients, crew and talent.
- Complete tasks effectively to meet clients' deadlines.
- Ensure that all work is completed in compliance with applicable laws, statutory obligations, regulations, and industry principles and practices.
- Develop strategies for ongoing personal and professional development to enhance work performance and to maintain currency with technological changes.
- Assess the basic quality of a product being presented in corporate videos and live business theatre presentations.

Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)
- English: Grade 12 C or U, or equivalent course

Canadian citizens and permanent residents may satisfy the English requirements for this program through successful Seneca pre-admission testing. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)

Recommended upgrading for applicants who do not meet academic subject requirements. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>)

International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.