



2019/2020
Course Catalog
Volume 6 • No. 1

Academy of Creative Artistic Productions, LLC



Offering Courses in...

- Videography & Television
- Photography
- Modeling
- Acting
- Theater & Stage
- Personal Development
- Etiquette
- Personal Marketing & Advertising

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CENTRAL OFFICE / ACADEMY LOCATION

Academy of Creative Artistic Productions, LLC
 28389 Beck Rd., Unit J2
 Wixom, Michigan 48393

t 734-224-3776
 Acap4uNow@gmail.com
www.AcapMichigan.com

About our Locations

ACAP's 7000 square foot facility offers 5 Studios, 3 large classrooms, a conference room, control room, a large runway for fashion shows, a student break room along with offices, rest rooms and ample parking.

The School is conveniently located with easy access to highways; close proximity to the Twelve Oaks Mall, Suburban Showplace and Providence Hospital.

BOARD OF DIRECTORS

Kimberly Simpson



ADMINISTRATORS / INSTRUCTORS

Kimberly Simpson – Administrator / Instructor

Programs:

Professional Modeling Productions

Professional Etiquette Productions

Professional Makeup Productions

Professional Personal Marketing & Advertising Productions

Ryan Davey – Administrator / Instructor

Programs:

Professional Video & Television Productions

Rex Arsich – Administrator / Instructor

Programs:

Professional Photography Productions

Gordon Michaels – Administrator / Instructor

Programs:

Professional Acting Productions

Angela Miller – Administrator / Instructor

Programs:

Professional Theater & Stage Productions

Angela Maxell – Administrator / Instructor

Programs:

Professional Modeling Productions Ages 4-8

Cailin Maxwell – Instructor

Programs:

Professional Personal Modeling Productions 8+

CALENDAR OF OBSERVED HOLIDAYS

January 1, 2019

January 20, 2019

May 26, 2019

July 4, 2019

September 1, 2019

October 13, 2019

November 11, 2019

November 27, 2019

December 25 – January 2, 2020

ENROLLMENT DATE

Programs are taught in modules; therefore enrollment is continuous. Enrollment will begin the first of every year.

ENTRANCE REQUIREMENTS

Students under the age of 18 must have the signed permission of a parent or legal guardian. Each student must fill out an enrollment application (available upon request), enrollment contract along with a copy of the rules and guidelines, and course program they are purchasing.

See Enrollment Contract on page 20

See Rules and Guidelines on page 4

GRADUATION REQUIREMENTS

On completion of all course program requirements, the student will receive a certification of completion from Academy of Creative Artistic Productions, LLC.

TUITION CHARGES AND FEES

(For activities, labs, rentals, deposits, and any other charges)

Registration fee: \$25.00

All tuition charges are listed with each program along with any additional class fees or charges. Deposits are required for each class. For our Refund Policies see Page 22.

SCHOOL SUPPLIED EQUIPMENT

Each production program has Material and Supply section that explains what equipment and/or supplies that is required or supplied for the student. Please refer to the program class description.

PLACEMENT ASSISTANCE

The Academy will be helping students with job placements in the industry along with offering specialized services to help promote them

SCHOOL POLICIES

Absences

If a Student has to be absent, they must call and inform the Academy. Once a Student is absent, they are required to make the class up. The student is required to schedule the missed class with the program director within 3 months of the program being taken.

Class Structure

All classes offered at ACAP are 80% class lab work and 20% lecture time.

Complaint Policy

Any complaints in regards to the Academy and /or its employee's can be addressed by filing the complaint with the Academy of Creative Artistic Productions, LLC. in writing. The complaint can be mailed to the address posted in catalog or e-mailed to www.acap4U.com or contact the Proprietary School Section at www.michiganps.net.

Credit Transfers

ACAP does not transfer or allow credits based on previous education and training.

Grading System

If the student attends all the classes, turns in all work assignments, and has their tuition paid in full, the student will receive a satisfactory grade that allows them to receive their certificate.

Graduation Requirements

Students that have met all requirements of the particular program that they are enrolled in, will receive a certificate of completion of that program from the Academy of Creative Artistic Productions, LLC.

Leaves

If the Student has to leave the program for a period of time, depending on the time frame, (discretion of the program director) with direction from the program director, the student may be able to make-up the classes and complete the course. If the program director needs to suspend the student status from "active" to "non-active", the Academy will refund the student based on the terms listed on the enrollment contract.

Make-up Work

All work needs to be made up to receive credit for the class certificate. All makeup work needs to be completed by last day of class within that scheduled term.

Re-entrance Conditions

The student will be required to meet with the program director for re-entrance. Based on the cause of dismissal, the director will make sure all the class requirements can be achieved and ensure re-entrance is in the best interest of the student, the class and the Academy.

Suspension

Student can be suspended for violating any of the rules or regulations set forth by the Academy. Any destruction or abuse to property or a person is an immediate suspension. Please see the Rules of Student Conduct for Probation or Dismissal.

Tardiness

Arrive on time. If the student is tardy more than 30 minutes, they will not be allowed in the class and will have to make the class up.



RULES OF STUDENT CONDUCT FOR PROBATION OR DISMISSAL

Any violation of the follow rules of conduct will cause the student to be in a “Probation” status:

- Please be on time for class and prepared. If a student misses more than (3) classes in a row, they will be put into a “suspended” mode until the Academy can resolve the issue with the student.
- Turn in all your work on time. Any missed or unsatisfactory assignments, needs to be made up, and turned in before program completion date. All assignments need to be turned in to receive class certificate of completion.
- Dress appropriately to class. Some classes may require special dress for class assignments. Make sure to dress in clean, non-reveling, no holes, with any excessive skin showing, clothes with the appropriate shoes for the type classes being offered. Instructors will have the final say on photo shoot or production attire.
- There is no eating or drinking in the class rooms.
- Please pick up after yourselves and be courteous to those around you.
- When you cannot make a class, you are required to call and excuse yourself from class and re-schedule the class you are missing with the next available class scheduled date.
- Cell phones and music devices need to be turned off during classes.
- Respect all Directors, Administrators, Instructors, and Academy personnel.
- Respect all of the facilities property inside the building and out.
- Always sign in at the front desk before going to your classroom.
- Always be on time with your payments.

Any violation of the follow rules of conduct will cause the student to be in a “Dismissal” status:

- The Academy Building is a smoke free environment.
- No alcohol, drugs, weapons, or any substance that can harm a person or property is allowed on or around the premise.
- If you are under 18, you are not permitted to leave the building for lunch or breaks without your parent or guardian unless they have signed a consent form.



Why ACAP?

Where else can you learn to be a model, be an actor, be a makeup artist, go in front of a camera, go behind the camera, go for a photo shoot, or be a photographer that is actually doing the photo shoot? What about learning to be the best actress/actors and get filmed in your first commercial or be on a television show that is airing live right now? How about learning to writing scripts, record, edit, use special audio, visual, and lighting techniques? What about being on stage and in a performance for all of your friends and family to come see? What about learning all about yourself, or learning how to get a new job, change a career, learn to cope with all the changes with some social grace? What about marketing you, we have so much to offer “you”, need some help? What about being taught from some of the best instructors in Michigan? I think you’re starting to get the idea of the artistic productions we produce. Check us out at www.AcapMichigan.com, come join our team and be part of the fun!



Programs of Study

Videography & Television

Photography

Modeling

Acting

Theater & Stage

Personal Development

Etiquette

Personal Marketing & Advertising

PROGRAMS





Videography • Television Classes

Administrator / Instructor: Ryan Davey

All classes offered at ACAP are 80% class lab work and 20% lecture time.
ACAP does not transfer or allow credits based on previous education and training.

PVTP_1 PROFESSIONAL VIDEOGRAPHY & TELEVISION PRODUCTIONS I

Introduction to Video Production

DURATION: 7 week program (28 hours) – 4 hour classes

AGES: 12+

PREREQUISITE: None

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$2,200.00

DESCRIPTION: This class will cover an understanding of what goes into basic video production. Each student will learn about shooting techniques, basic lighting and audio, basic editing all centered on basic Television Production. After these 7 weeks each student will have an understanding of video production and how it relates to Television Production.

PVTP_2 VIDEOGRAPHY & TELEVISION PRODUCTIONS II

Intermediate Video Production

DURATION: 13 week program (39 hours) – 3 hour classes

AGES: 12+

PREREQUISITE: PVTP_1

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$2,800.00

DESCRIPTION: This class will cover pre- production planning, Electronic Field Production, Advance shooting techniques and lighting and audio with editing all centered on Television Production. After these 13 weeks each student will have an understanding of video production and how it relates to Television Production.

PVTP_3 VIDEOGRAPHY & TELEVISION PRODUCTIONS III

Advanced Video Production

DURATION: 13 week program (39 hours) – 3 hour classes

AGES: 12+

PREREQUISITE: PVTP_2

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$3,500.00

DESCRIPTION: This class will focus on putting Videography and Television Production together. Electronic Field Production will continue with setup and operations around a “suit case studio”. After these 13 weeks each student will have an understanding of video production and how it relates to Television Production.



Photography Classes

Administrator / Instructor: Rex Arsich



PPP_1 PROFESSIONAL PHOTOGRAPHY PRODUCTIONS I

Novice Digital Photography

DURATION: 6 week program (18 hours) – 3 hour classes

AGES: 16+

PREREQUISITE: Prior computer experience is recommended but not required

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil, journal, digital SLR camera, camera flash, laptop computer and camera operation manuals.

TUITION: \$800.00

DESCRIPTION: This course provides students with an introduction to current digital imaging technology. During the course of the class you will learn how to set all basic controls on your camera, as well as understanding the important menu items and shooting modes available. We'll focus on strategies for improving your photography, including how to achieve perfect color, how to capture the decisive moment, and how to improve the quality of your photographs. Basic photo editing will also be studied and basic skill taught. Student will begin a portfolio of class assignments.

PPP_2 PROFESSIONAL PHOTOGRAPHY PRODUCTIONS II

Studio Lighting I

DURATION: 8 week program (24 hours) – 3 hour classes

AGES: 16+

PREREQUISITE: Basic photographic skills, Understanding basic SLR menu functions

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil, journal, digital SLR camera, additional telephoto camera lens and camera flash.

TUITION: \$800.00

DESCRIPTION: Light is the single most important piece of equipment a photographer must possess, and having a well-rounded knowledge of light's qualities and properties is essential. We will study the basics both natural and artificial light. Portrait studio lighting is studied in detail. Posing and composition will be explored.

PPP_3 PROFESSIONAL PHOTOGRAPHY PRODUCTIONS III

Introduction to Modeling Photography

DURATION: 13 week program (39 hours) – 3 hour classes

AGES: 16+

PREREQUISITE: Fundamentals of digital photography – Prior computer experience is recommended but not required

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil, journal, digital SLR camera, camera flash, additional telephoto camera lens, laptop computer and camera operation manuals.

TUITION: \$1,200.00

DESCRIPTION: This is a course for students to understand basic model Photography and its processes. Area of study include: Camera operation, studio lighting and composition. Good model direction methods, understanding and learning how to create styling, and creating good communication with the model. The student will be introduced to image processing, printing and final presentation techniques.



Modeling Classes

Administrator / Instructor: Kimberly Simpson

PMP_1

PROFESSIONAL MODELING PRODUCTIONS I

Children's Professional Modeling & Introduction to Acting Program

DURATION: 13 week program (26 hours) – 2 hour classes

AGES: 4 - 8

PREREQUISITE: None

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$900.00

DESCRIPTION: This program is geared for children ready to show their talents though modeling and acting. The children learn how to represent themselves in a professional manner and know about the business before going to auditions. This course helps build confidence and structure to the child's performances. This course will allow the student to experience modeling, acting, public speaking, promotional and production work in class. They will be filmed and photographed professionally. They will graduate with a certificate of completion, a resume, a portfolio, comp cards, head shots and copies of all film work.

PMP_2

PROFESSIONAL MODELING PRODUCTIONS II

Professional Modeling Program II – Pre-teen Program

DURATION: 13 week program (26 hours) – 2 hour classes

AGES: 9 - 13

PREREQUISITE: None

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$1,020.00

DESCRIPTION: This program is geared for young adults ready to show their talents though modeling and acting. The students learn how to represent themselves in a professional manner and know about the business before going to auditions. This course helps build confidence and structure to the student's performances. This course will allow the student to experience modeling, acting, public speaking, promotional and production work in class. They will be filmed and photographed professionally. They will graduate with a certificate of completion, a resume, a portfolio, comp cards, head shots and copies of all film work. Most of all, the students will receive the confidence, experience and skills needed to work in this business.





Modeling Classes *continued*

PMP_3 PROFESSIONAL MODELING PRODUCTIONS III

Professional Modeling & Introduction to Acting Program - Teens

DURATION: 20 week program (60 hours) – 3 hour classes

AGES: 13 - 19

PREREQUISITE: None

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$1,800.00

DESCRIPTION: This program is geared for young adults ready to show their talents though modeling and acting. The students learn how to represent themselves in a professional manner and know about the business before going to auditions. This course helps build confidence and structure to the student's performances. This course will allow the student to experience modeling, acting, public speaking, promotional and production work in class. They will be filmed and photographed professionally. They will graduate with a certificate of completion, a resume, a portfolio, comp cards, head shots and copies of all film work. Most of all, the students will receive the confidence, experience and skills needed to work in this business.

PMP_4 PROFESSIONAL MODELING PRODUCTIONS IV

Professional Modeling & Introduction to Acting Program

DURATION: 10 week program (60 hours) – 6 hour classes

AGES: 20+

PREREQUISITE: None

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$2,250.00

DESCRIPTION: This program is geared for adults because the program is more detailed and moves faster. The students learn how to represent themselves in a professional manner and know about the business before going to auditions. This course helps build confidence and structure to the student's performances. This course will allow the student to experience modeling, acting, public speaking, promotional and production work in class. They will be filmed and photographed professionally. They will graduate with a certificate of completion, a resume, a portfolio, comp cards, head shots and copies of all film work. Most of all, the students will receive the confidence, experience and skills needed to work in this business.

ACAP Models

Modeling is more than just walking down a runway – it's more than just worrying about how you look. ACAP models are "Role Models." In addition to the overall training our Academy provides, we prepare each student with the professional experience and knowledge to become a better person – both inside and out. Our models are intuitive about the business; they are professionals; they are confident; they have endless motivation; they are very creative and genuine; and they gain and earn respect from their peers. They become famous mentors for others just getting into the business. Be one of our models, be a mentor, be a "Role Model"!



Acting

Administrator / Instructor: Gordon Michaels

PAP_1 PROFESSIONAL ACTING PRODUCTIONS I

Professional Acting I – Children's Program

DURATION: 13 week program (26 hours) – 2 hour classes

AGES: 6 - 13

PREREQUISITE: None

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$920.00

DESCRIPTION: This course introduces children into an acting film environment. The students learn all about auditioning, reads and memorizing lines and techniques to help them with the development of characters and body expressions. They will experience in class, how a live audition is performed for casting of a possible new production in which they will be filmed and learn from the total experience. The students will learn how to prepare for auditions for potential commercials, short films or documentaries productions. The students will develop a character over the next 13 weeks and play a role in a production, that will be filmed and giving to them as a part of their graduation. The students learn all about a production, what is involved, and how important their role is, as part of the total production.

PAP_2 PROFESSIONAL ACTING PRODUCTIONS II

Professional Acting II – Teen Program

DURATION: 13 week program (39 hours) – 3 hour classes

AGES: 14 - 21

PREREQUISITE: None

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$1,385.00

DESCRIPTION: This course introduces teens into acting and the film industry. The students learn all about auditioning, reads and memorizing lines and techniques to help them with the development of characters and body expressions. They will experience in class, how a live audition is performed for casting of a possible new production in which they will be filmed and learn from the total experience. The students will learn how to prepare for auditions for potential commercials, short films or documentaries productions. The students will develop a character over the next 13 weeks and play a role in a production, that will be filmed and giving to them as a part of their graduation. The students learn all about a production, what is involved, and how important their role is, as part of the total production.

The Acting Program at ACAP

ACAP offers a unique Acting Program directed and produced by Gordon Michaels. Mr. Michaels has been in the business for years and brings to the professional knowledge and experience to promote the best actors and actresses in Michigan. Gordon's passion for acting allows him to reach students and teach various techniques that allows student's to perform at their full potential in front of the camera, on stage, and in the audition. His experience in major motion films and television brings a special insight and ability to move students in the right direction. Do you have what it takes? If you are serious about acting, don't miss this program.



Acting *continued*

PAP_3

PROFESSIONAL ACTING PRODUCTIONS III

Professional Acting III – Adult Program

DURATION: 13 week program (39 hours) – 3 hour classes

AGES: 21+

PREREQUISITE: None

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$1,850.00

DESCRIPTION: This course introduces adults into acting and the film industry. The subject matter is at an adult level and more complex than the children's and teen programs. The students learn all about auditioning, reads and memorizing lines and techniques to help them with the development of characters and body expressions. They will experience a live audition for casting of a new production in which they will be filmed and learn from the total experience. The students will be casted for potential commercials, short films or documentaries productions. The students will develop a character over the next 13 weeks and play a role in a production, that will be filmed and giving to them as a part of their graduation. The students learn all about a production, what is involved, and how important their role is, as part of the total production.



Theater and Stage

Administrator / Instructor: Angela Miller

PTSP_1

PROFESSIONAL THEATER & STAGE PRODUCTIONS I

Professional Theater & Stage Productions I – Youth Program

DURATION: 13 week program (26 hours) – 2 hour classes

AGES: 4 - 13

PREREQUISITE: None

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$920.00

DESCRIPTION: This course is tailored for a small production and a simple story line that inter-acts children on stage with an understanding of a full production. The students learn from an actual audition to the final live performances. They learn about speech, posture, performing emotions, timing, teamwork, inter-action with other characters and the fun of being part of a story. The play is filmed and put on the web site for all to view if they wish. The experience gained in this class, makes for an excellent confidence and resume builder.

PTSP_2 PROFESSIONAL THEATER & STAGE PRODUCTIONS I

Professional Theater & Stage Productions II- Adult Program

DURATION: 13 week program (39 hours) – 3 hour classes

AGES: 13+

PREREQUISITE: None

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$1,850.00

DESCRIPTION: This course takes our students from an actual audition to the final live performances. They learn every aspect of the process and all that is involved with putting on a full production. The play is filmed and put on the web site for all to view if they wish. The experience gained in this class, makes for an excellent resume builder and allows the student to see if they would like to pursue a career in theater.



Personal Development

Administrator / Instructor: Kimberly Simpson

PPDP_1 PROFESSIONAL PERSONAL DEVELOPMENT PRODUCTIONS I

Rediscovering Yourself ~ Motivational Program I

DURATION: 16 week program (48 hours) – 3 hour classes

AGES: 16+

PREREQUISITE: None

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$1,200.00

DESCRIPTION: The first four weeks of class discussion is on the mind and how it works. The discussions will allow the individual to understand the way they think and why. Understanding this, allows one to make healthy changes in our way of thinking. The students will see how we think also effects the way we live our lives and how it relates our physical and spiritual being

The next eight weeks, the student will dive into their bodies, inside and out, learning how each one of us is so different and what is good for our statue and age. The students will learn what they should do daily, monthly, yearly to keep one healthy, strong, young & beautiful. The classes start at the top and work all the way down the body. By the end of the eight weeks, the students will know their own body better than ever before and how to maintain and keep themselves healthy and beautiful inside and out.

The next four weeks deals with the spirit. These classes are to help individuals center themselves and know how to stimulate positive emotions and peace that allows the bodies chemicals to produce proper stimulants for rest and peace of the mind and body. There will be discussions on different methods of rest, meditation, and advice on techniques, to help in the process of relaxation and soothing of the spirit.



Personal Development *continued*

PPDP_2 **PROFESSIONAL PERSONAL DEVELOPMENT PRODUCTIONS II**

Getting Back to Work ~ Motivational Program II

DURATION: 9 week program (27 hours) – 3 hour classes

AGES: 16+

PREREQUISITE: Computer knowledge of the internet and Microsoft Word

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil, new personal journal, laptop computer with Internet access and Microsoft Word software.

TUITION: \$700.00

DESCRIPTION: This program is geared for those who are getting back into the work force and don't know where to start and how to market themselves. Whether you are changing jobs, forced to change careers, or just have to go back to work after being off for so many years, this program is for you. Let us help you get ready for that important interview(s). The program will discuss the where we have been and where we need to go. The programs helps individuals gain the confidence to get back in the working field. The student will analyze the options and possibilities for job placements and get prepared with the professional tool, documents and personal style to represent them.

Etiquette

***** Administrator / Instructor: Kimberly Simpson

PEP_1 **PROFESSIONAL ETIQUETTE PRODUCTIONS I**

Proper Etiquette I – Youth Program

DURATION: 8 week program (16 hours) – 2 hour classes

AGES: 6 - 15

PREREQUISITE: None

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$700.00

DESCRIPTION: This course introduces children to young adults' proper manners and etiquette. It explores ways of being proper instead of rude. The program will cover everything from how they present themselves to others, proper communication, proper social interaction, public speaking, manners, dining and writing etiquette, but also, how to plan with proper etiquette in mind. The class will have a formal social dinner at the end of the program and use all the techniques they have learned during the course of the program.

Course Schedule

For dates and class offerings, log on to www.AcapMichigan.com

PEP_2 PROFESSIONAL ETIQUETTE PRODUCTIONS II

Proper Etiquette II – Adult Program

DURATION: 8 week program (24 hours) – 3 hour classes

AGES: 16+

PREREQUISITE: PMKP_1 & PMKP_2

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$900.00

DESCRIPTION: This course introduces adults' proper etiquette techniques and manners. This program allows an individual an advantage of proper etiquette and manners which have been lost through the years. Individuals that have this training seem to stand out from everyone else. This class allows for that extra edge on the job interview or in the business world. The program will cover everything from how to represent them to the social and business world. Proper communication, proper social interaction, public speaking, manners, dining and writing etiquette, and how to plan with proper etiquette in taught in detail in this program. This program will have a formal social dinner at the end of the course and use all the techniques they have learned during the past 8 weeks of the program.

PEP_3 PROFESSIONAL ETIQUETTE PRODUCTIONS III

Proper Etiquette III – Tea & Etiquette Program

DURATION: 10 week program (30 hours) – 3 hour classes

AGES: 16 - 100

PREREQUISITE: None

REQUIRED MATERIALS & SUPPLIES: Students must provide a notebook, pencil and journal.

TUITION: \$900.00

DESCRIPTION: This course introduces the essentials of tea etiquette both socially and in business. The class teaches the principles of being a host in a afternoon tea to how to use and handle all the equipment. The students learn about responsibilities and duties, introductions, business etiquette to actually brewing and knowing the different tea types. This program allows an individual an advantage of proper etiquette and manners which have been lost through the years. Proper communication, proper social interaction, public speaking, manners, dining and writing etiquette, and how to plan with proper etiquette in taught in detail in this program.



Personal Marketing

Administrators / Instructors: Kimberly Simpson & Kimberly Paetzold

PMKP_1 PERSONAL MARKETING & ADVERTISING PRODUCTIONS

Self-Promotional Marketing and Advertising Skill Building

DURATION: 8 week program (24 hours) – 3 hour classes

AGES: 16+

PREREQUISITE: None

REQUIRED MATERIALS AND SUPPLIES: Students must provide a laptop computer, notebook and pencil – Internet access for homework assignments is also required

TUITION: \$840.00

DESCRIPTION: This course will teach the art of self-promotion – specifically how to effectively position, market and advertise yourself successfully. This course will help students create a professional appearance or “persona” that sells; it will teach students how to build and maintain a resume, portfolio and composition book; and finally, the course will cover effective industry marketing techniques and venues that generate results. This is a career development curriculum designed to prepare individuals for professional success.

A SNEAK PEAK OF WEEK 2...

Marketing research and planning:

In this session, students will spend time researching career opportunities. They will use their assessment sheets to identify their personal qualifications and goals. This assessment will help students identify firms offering jobs that align with their career objectives. Once students identify their personal career objectives, they will be required to research and create a list of firms that best fit their chosen career path. With the help of the instructor, students will develop a list of necessary marketing materials and promotional strategies that will lead to interviews, auditions and jobs. Professional presentation and follow-up procedures will be covered in this class along with media advertising costs and creating a marketing budget.

WHAT THIS COURSE OFFERS:

Self-promotion is so important for freelance and contract success. This course covers the following the following topics:

- Personal Assessment on goals, strengths along with information for creating a unique persona and brand image.
- Marketing research and planning
- Creating a resume, cover letter and portfolio
- Developing a personal, professional style that sells
- Self-promotion media venues
- Creating your own marketing and advertising campaign

Enrollment Application



Student Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Age: _____ **Date of Birth:** _____

If under 18, Parent or Guardian Name: _____

Address if different than Students: _____

City: _____ **State:** _____ **Zip:** _____

Home Phone Number: _____ **Cell:** _____

E-mail address: _____

EDUCATION:

Current School: _____

Grade Level: _____ **Grade Point Average:** _____

College: _____

Trade or Business School: _____

Other Training: _____

How did you hear about us? _____

REFUND POLICY:

The tuition and fees paid by the applicant shall be refunded if the applicant is rejected by the school before enrollment. An application fee of not more than \$25.00 may be retained by the school if the application is denied. Upon written cancellation of more than three business days, for purpose of this section 'business day' shall not include Saturday, Sunday, or the following holidays: New Year's day; Martin Luther King, Jr. day; Memorial day; July 4; Labor day; Columbus day; Veteran's day; and Christmas day shall be refunded all monies.

Your status is considered an active student, absent or present in class, until written cancellation is received by the Academy. Refunds of tuition fees; for withdrawal after classes commence shall be prorated according to the following schedule:

Percentage of Classes Completed	Percentage of Tuition owed to Academy
After first week	15%
After 10%	30%
After 15%	50%
After 20%	75%
After 25%	100%

Acceleration and Delinquency: Should any installment not be paid when due, the school shall have the right to charge a delinquency charge of five (5%) percent of any installment in default for more than ten (10) days. If the account has to go to a collection agency, such expenses incurred by the Academy in effecting collection, will also be charge to the student. It is understood and agreed that the amount of tuition aforementioned must be paid in full before the student can be permitted to graduate.

Academy of Creative Artistic Productions, LLC
28389 Beck Rd Unit J2
Wixom, Michigan 48393

acap4u@gmail.com

www.AcapMichigan.com

COURSE STARTING DATES

Professional Video & Television Productions (PVTP)

PVTP_1 Introduction to Video Productions

Tues. 6:00–10:00 PM / 7 weeks / 4 hour classes

Starting: 1/14/14 (offered 6 times during the year)

PVTP_2 Intermediate Video Productions

Mon. 6:00–10:00 PM / 13 weeks / 4 hour classes

Starting: 1/13/14 (offered 4 times during the year)

PVTP_3 Advanced Video Productions

Thur. 6:00–10:00 PM / 13 weeks / 4 hour classes

Starting: 1/16/14 (offered 4 times during the year)

Professional Photography Productions (PPP)

PPP_1 Novice Digital Photography

Tues. 6:00–9:00 PM / 6 weeks / 3 hour classes

Starting: 1/14/14 (offered 5 times during the year)

PPP_2 Studio Lighting I

Wed. 6:00–9:00 PM / 8 weeks / 3 hour classes

Starting: 1/15/14 (offered 5 times during the year)

PPP_3 Introduction to Modeling Photography

Thur. 6:00–9:00 PM / 13 weeks / 3 hour classes

Starting: 1/16/14 (offered 4 times during the year)

Course Name: Professional Modeling Productions (PMP)

PMP_1 Youth Program

Mon. 6:00–8:00 PM / 13 weeks / 2 hour classes

Starting: 1/13/14 (offered 4 times during the year)

PMP_2 Pre-teen Program

Mon. 6:00–8:00 PM / 13 weeks / 2 hour classes

Starting: 1/13/14 (offered 4 times during the year)

PMP_3 Teen Program

Wed. 6:00–9:00 PM / 20 weeks / 3 hour classes

Starting: 1/15/14 (offered 3 times during the year)

PMP_4 Adult Program

Sat. 9:00–2:00 PM / 10 weeks / 6 hour classes

Starting: 1/18/14 (offered 5 times during the year)

Course Name: Professional Acting Production (PAP)

PAP_1 Professional Acting I

Thur. 6:00–8:00 PM / 13 weeks / 2 hour classes

Starting: 1/16/14 (offered 4 times during the year)

PAP_2 Professional Acting II

Thur. 6:00–9:00 PM / 13 weeks / 3 hour classes

Starting: 1/16/14 (offered 4 times during the year)

PAP_3 Professional Acting III

Mon. 6:00–9:00 PM / 13 weeks / 3 hour classes

Starting: 1/13/14 (offered 4 times during the year)

Professional Theater & Stage Productions (PTSP)

PTSP_1 Professional Theater & Stage Productions I (Youth)

Tues. 5:00–7:00 PM / 13 weeks / 2 hour classes

Starting: 1/14/14 (offered 4 times during the year)

PTSP_2 Professional Theater & Stage Productions II (Adult)

Tues. 7:00–10:00 PM / 13 weeks / 2 hour classes

Starting: 1/14/14 (offered 4 times during the year)

Professional Personal Development Productions (PPDP)

PPDP_1 Rediscovering yourself – Motivational Program I

Wed. 6:00–9:00 PM / 16 weeks / 3 hour classes

Starting: 1/15/14 (offered 3 times during the year)

PPDP_2 Getting back to work – Motivational Program II

Thur. 6:00–9:00 PM / 9 weeks / 3 hour classes

Starting: 1/16/14 (offered 5 times during the year)

Professional Etiquette Productions (PEP)

PEP_1 Youth Program

Tues. 6:00–8:00 PM / 8 weeks / 2 hour classes

Starting: 1/14/14 (offered 5 times during the year)

PEP_2 Adult Program

Tues. 6:00–9:00 PM / 8 weeks / 3 hour classes

Starting: 1/14/14 (offered 5 times during the year)

PEP_3 Adult Tea Program

Thur. 6:00–9:00 PM / 10 weeks / 3 hour classes

Starting: 1/16/14 (offered 5 times during the year)

Personal Marketing & Advertising Productions (PMKP)

PMKP_1 Self-Promotional Mkt. & Adv. Skill Building

Sat. 9:00–12:00 AM / 8 weeks long / 3 hours per class.

Starting: 4/19/14 (offered 2 times during the year)



Workshops

All workshop and Seminars are booked based on availability and offered during the week and on weekends. Please call and inquire with our career advisors for the next scheduled workshop.

Workshop/Seminar Name Description	No. of clock hours	Maximum no. of students	No. of students per instructor	Cost
TV & Film Camera Techniques <i>Concentrated study on camera techniques</i>	4	12	12	\$250.00
TV & Film Lighting Techniques <i>Concentrated study on lighting techniques</i>	4	12	12	\$250.00
TV & Film Audio Techniques <i>Concentrated study on audio techniques</i>	4	12	12	\$250.00
TV & Film Setup Techniques <i>Concentrated study on setup techniques</i>	4	12	12	\$250.00
Photography Camera Techniques <i>Concentrated study on camera techniques</i>	4	8	8	\$250.00
Photography Lighting Techniques <i>Concentrated study on lighting techniques</i>	4	8	8	\$250.00
Photography Setup Techniques <i>Concentrated study on setup techniques</i>	4	8	8	\$250.00



Workshop/Seminar Name <i>Description</i>	No. of clock hours	Maximum no. of students	No. of students per instructor	Cost
Modeling - Photo application review 4 Children <i>Educating parents on photo shoots for children</i>	4	15	15	\$250.00
Modeling - Photo Preparation Review <i>Concentration on photo shoot preparation</i>	4	15	15	\$250.00
Modeling - Specialized Runway Techniques <i>Concentrated study on runway techniques</i>	4	15	15	\$250.00
Acting - Character Development Techniques <i>Concentrated study on character development techniques</i>	4	15	15	\$250.00
Acting - Audition Techniques <i>Concentrated study on auditioning techniques</i>	4	15	15	\$250.00
Theater & Stage - Character Development Techniques <i>Concentrated study on character development techniques</i>	4	15	15	\$250.00
Theater & Stage - Voice & Body Projection <i>Concentrated study on voice & body projection techniques</i>	4	15	15	\$250.00
Theater & Stage - Stage Development <i>Concentrated study on stage development techniques</i>	4	15	15	\$250.00
Personal Development - Specialized Theory <i>Concentrated study on your own personal character development</i>	4	15	15	\$250.00
Personal Development - Back 2 Work Prep <i>Concentrated study on your own personal presentation for that job interview</i>	4	15	15	\$250.00
Etiquette - Social Events <i>Concentrated study on professional social events</i>	4	12	12	\$250.00
Etiquette - Communications <i>Concentrated study on professional business communications</i>	4	12	12	\$250.00
Marketing & Advertising - Personal Overview <i>Concentrated study on personal marketing techniques</i>	4	15	15	\$250.00



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