

IMPACT PRODUCTION'S SCHOOL OF
CREATIVE ARTS
DECIDE • DEVELOP • DO!



SPRING 2020
ENROLLMENT BOOKLET

SCHOOL DETAILS

DATES: Spring classes will begin Monday, February 3rd.
12-week classes will be 2/3 - 4/27
8-week classes will be 2/3 - 3/30
4-week concurrent classes (session 1) will be 2/3 - 3/2
4-week concurrent classes (session 2) will be 3/9 - 3/30

TIME: 6:30, 7:30 and 8:30

LOCATION: Trans4mation Church
1001 S. 1st Street, Altoona Pa 16602
(Occasional trips to other locations. e.g. Photo Studio)

CONTACT: Troy Ferguson, Director - (814) 944-1948
Kathy Salyards, Asst. Director - (814) 944-1948

COST: \$180 (\$15/week) - 12-weeks
\$120 (\$15/week) - 8 weeks
\$60 (\$15/week) - 4-weeks
\$96* (\$12/week) - 2 concurrent 4-week sessions
- You must pre-register for both sessions for this rate
\$10/week* (paid at registration) for groups of 5 or more.

** 20% off for 2 or more classes. 33% off for group of 5+.*

CREDIT: Some organizations accept the training for CEU credits. If that is applicable, the certificate of completion for the course can be used for needed documentation.

**IMPACT PRODUCTION'S SCHOOL OF CREATIVE ARTS
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PIANO

The piano course is designed to teach you how to play the piano for use in a worship service setting, song-writing accompaniment and for personal enjoyment. This uses the process of learning music theory and harmony and how it relates to chording, rhythms and fills. This is not a classical or traditional piano course. Note reading is part of the development, but it is not the crux of what will be taught as seen in traditional piano lessons.

Piano is a 12-week class and two levels are available.

Beginner Piano

- Symbols
- Notes
- Scales
- Chords
- Keys
- Inversions

COURSE DETAILS

Title: Beginner Piano

Time: 6:30pm - 7:20pm

Dates: 2/3 - 4/27 (Every Monday)

Cost: \$180 (discounts may apply. See enrollment page for details.)

Size: This course will be capped at 15 students

Intermediate piano will be available as demand is indicated. The course will cover the following areas:

Intermediate Piano

- Chording review
- Chord Progressions
- Chord Numbering
- Chord Substitutions
- Rhythms
- Transposing

INSTRUCTOR INFORMATION

Jeremiah Baker grew up as a pastor's kid and has been involved in music ministry his whole life. He played keyboard through college for Gospel choirs which toured the southeast. He's been a worship leader for almost 20 years, playing keyboard (piano) and has played for different conferences, camps and revivals.



GUITAR

The guitar courses are designed to teach you how to play the guitar for use in a worship service setting, song-writing accompaniment, small group atmospheres as well as personal enjoyment.

Guitar is a 12-week course and two levels are available.

Beginner Guitar

- Introduction to chords, music theory and scales
- Proper posture and hand position
- Basic picking and strumming techniques
- Performance techniques
- Basic key and scale knowledge

Intermediate Guitar

- Advanced music theory scales and chord inversions
- Advanced strumming techniques
- Arpeggios
- Chord progressions
- Intermediate performance techniques

COURSE DETAILS

Title: Beginner Guitar
 Time: 6:30pm - 7:20pm
 Dates: 2/3 - 4/27 (Every Monday)
 Cost: \$180 (discounts may apply. See enrollment page for details.)
 Size: This course will be capped at 6 students

Title: Intermediate Guitar
 Time: 8:30pm - 9:20pm
 Dates: 2/3 - 4/27 (Every Monday)
 Cost: \$180 (discounts may apply. See enrollment page for details.)
 Size: This course will be capped at 6 students

INSTRUCTOR BIO

David Nagle has over 35 years of performing, in addition to live and studio sound engineering. With his traditional jazz guitar training, David also has experience with bass guitar, midi sequencing and digital drum programming. He also owns Daylight Sound and Studio, a full production recording studio and sound reinforcement company. Be prepared for a wealth of knowledge that will be provided through the courses provided.



VOCAL

This voice class will teach singers how to apply vocal training concepts to help develop their own unique vocal talent. Singers will learn how trusted singing techniques from gifted singers and clinicians can help unlock the unique gifts of their voices. In addition to voice training concepts, students will learn techniques to preserve their voices and understand the body that houses their instrument. By doing group warm-ups and individual singing practice, singers will have opportunities to discover the potential of their voice and prepare a song of their choice to help unlock their full singing potential.

Vocal is a 12-week course and you'll learn:

- Basic knowledge of the body for singing
- How to determine your voice type and developing your vocal range
- Vowel production, consonant production, diction and using language properly for projection and resonance
- How to care for the voice to preserve your instrument
- Opportunities for singing in class, both individually and in group activities

COURSE DETAILS

Title: Vocal

Time: 6:00pm - 6:50pm

Dates: 2/3 - 4/27 (Every Monday)

Cost: \$180 (discounts may apply. See enrollment page for details.)

Size: This course will be capped at 12 students

INSTRUCTOR BIO

Annette Nagle is a native of Altoona, Pennsylvania and works as an independent musician, music teacher and language teacher. Annette has a Bachelor of Arts in Letters, Arts and Sciences from Penn State, with honors from the Schreyer Honors College. She is a classically trained pianist and opera singer (lyric coloratura mezzo-soprano), and has sang with her college choir in Carnegie Hall, Lincoln Center and St. Stephen's Cathedral in Vienna, Austria. She has previously taught introductory music at Penn Highlands Community College. Annette is a freelance organist, pianist and choir director for local churches and music groups.



“The beautiful thing about learning is that no one can take it away from you”

- B. B. King

DRUMS

The drumming course is designed to teach you how to play a drum kit (set). From the development of tapping your foot in tempo to the ability to add accents and fills, this will be a well-rounded course for anyone pursuing drumming. By the end of the course, you will be able to play at a basic level in your church or a band. The traditional styles of training will be incorporated but not the main thrust of this approach. An understanding of music and note reading is beneficial but not a necessity for this course. All that's required is the ability to maintain a tempo and a desire to learn.

Drums is a 12-week course and you'll learn:

- Steady tempo
- Rhythm
- Different time signatures (style of song)
- Dynamic Playing
- Drumbats
- Fills
- Mimicking

COURSE DETAILS

Title: Drums

Time: 6:30pm - 7:20pm

Dates: 2/3 - 4/27 (Every Monday)

Cost: \$180 (discounts may apply. See enrollment page for details.)

Size: This course will be capped at 6 students

INSTRUCTOR BIO

Matthew Lingafelt is a talented all-around musician. He has been playing piano and drums from a young age and has used them in playing for a variety of worship settings as well as traveling groups. He currently plays weekly for his local church and has advised and taught other up and coming musicians as opportunities arose. He graduated from Valley Forge Christian College and Pittsburgh Theological Seminary with his BA and MA in Theological Studies.



“Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young.”

- Henry Ford

VIDEO PRODUCTION

The video production courses are designed to train you how to develop great looking video projects from a simple recap of your vacation to professional promotional videos for use in your business or organization. This course is setup to meet your needs at your current skill level. If you have no background, you can start right at the beginning and take both courses. If you are familiar with video and have used it in production of some sort, you can jump in the middle and take the second of the concurrent courses.

This is 2 concurrent 4-week courses.

Video Production Basics

Using your camera (ISO / Shutter / Aperture / Color Temp / Focus / DOF)
Lenses and lighting
Audio for Video
Software

Video Production Application

Announcements / Sermon Bumpers
Recaps
Promotion and Marketing
Interviews
Commercials
Live recording / Livestream basics

COURSE DETAILS

Title: Video Production Basics
Time: 6:30pm - 7:20pm
Dates: 2/3 - 3/2 (Monday)
Cost: \$60 (discounts may apply. See enrollment page for details.)
Size: This course will be capped at 10 students

Title: Video Production Application
Time: 6:30pm - 7:20pm
Dates: 3/9 - 3/30 (Monday)
Cost: \$60 (discounts may apply. See enrollment page for details.)
Size: This course will be capped at 10 students

INSTRUCTOR BIO

Troy Ferguson has been working in the filmmaking and video field for many years. Anything from capturing Broadway style musical productions to creating short films. He has utilized all of these skills to produce the television and web series, JOY IN THE CITY which is a newsmagazine style program capturing what God is doing in our community. Troy also heads up a professional video production business, IMPACT PRODUCTIONS.



SOUND SYSTEM OPERATION

The sound engineering class will prepare individuals with the basic and advanced knowledge to provide quality audio engineering for live audio productions. The one-on-one and group classes combined will cover digital and analog mixing console overviews and comparisons. Also covered topics will be EQ, signal flow and audio tool techniques using delay, reverb, compression and how to apply many of the tools correctly and tastefully.

This is a 12-week course and will cover the following:

- Digital and Analog Mixing
- EQ and Signal Flow
- Delay and Reverb
- Compression
- Live Mixing the Band

COURSE DETAILS

Title: Sound Operation

Time: 7:30pm - 8:20pm

Dates: 2/3 - 4/27 (Every Monday)

Cost: \$180 (discounts may apply. See enrollment page for details.)

Size: This course will be capped at 6 students

INSTRUCTOR BIO

David Nagle has over 35 years of performing, in addition to live and studio sound engineering. With his traditional jazz guitar training, David also has experience with bass guitar, midi sequencing and digital drum programming. He also owns Daylight Sound and Studio, a full production recording studio and sound reinforcement company. Be prepared for a wealth of knowledge that will be provided through the courses provided.



“That is what learning is. You suddenly understand something you’ve understood all your life, but in a new way.”

– Doris Lessing

SOCIAL MEDIA

This 8 week Social Media Strategic Brand Plan for Ministry is designed as an introductory level course for churches/areas of ministry to make an impact on the digital world. In this course you will learn about the various social media platforms, figure out what platform best applies to your unique situation, how to create engaging content and more. This class is suitable for the absolute beginner, and for those who are established on social media but want to increase presence and activity online.

Social Media is an 8-week course and includes

Social Media

- Communication - Learn how to be an expert communicator with your audience
- Branding - Learn why Personal Branding & Business Branding are essential
- Choose Your Path - Ensure your mission is on the right path
- Platforms - Finding the right online platform(s) for your organization

COURSE DETAILS

Title: Social Media

Time: 7:30pm - 8:20pm

Dates: 2/3 - 3/30 (Monday)

Cost: \$120 (discounts may apply. See enrollment page for details.)

Size: This course will be capped at 15 students

INSTRUCTOR BIO

Cathy Manning is the social media manager for Trans4mation Church and owner of photography business, Faith Photography. Cathy's experience as a content creator has allowed her to utilize many aspects of social media to include facebook, Instagram, FBWatch, IGTV and YouTube.



“You can't use up creativity. The more you use the more you have”

- Maya Angelou

PRESENTATIONS

The presentations courses are developed to enhance your use of presentation software such as PowerPoint, Keynote and ProPresenter. These are all software applications used in organizations that display information on a screen for something as small as a business presentation to large venues such as churches. This course is broken down into 2 sessions so you can be equipped in the specific style needed for your organization.

This is 2 concurrent 4-week courses.

Keynote and PowerPoint

Screen real estate

Colors

Fonts

Backgrounds

Animations

ProPresenter

Adding slides (Songs / Scriptures / Info)

Using Backgrounds (Motion and Still)

Understanding Properties

Timing and Cues

Animations

Transitions

COURSE DETAILS

Title: Keynote and PowerPoint

Time: 7:30pm - 8:20pm

Dates: 2/3 - 3/2 (Monday)

Cost: \$60 (discounts may apply. See enrollment page for details.)

Size: This course will be capped at 10 students

Title: ProPresenter

Time: 7:30pm - 8:20pm

Dates: 3/9 - 3/30 (Monday)

Cost: \$60 (discounts may apply. See enrollment page for details.)

Size: This course will be capped at 10 students

INSTRUCTOR BIO

Troy Ferguson has been designing presentations to be used in business and church environments for over 20 years. His understanding of color, balance and busyness has allowed him to create visually stunning presentations that are both modern and clean. Also, Troy creates and consults on business presentations through his professional video production business, IMPACT PRODUCTIONS.



BASIC SKILLS FOR PHOTOGRAPHY

The course will cover the skills needed to learn basic photography including basic portrait techniques, lighting & composition, the settings on your DSLR camera, lens options, bright light vs. low light scenarios and candid photography.

This is a 12-week course and will cover the following:

- Know your camera
- Learning how to get sharp photos
- How to capture the right moments at a worship service or other events
- Organizing your photos on your computer
- Using photographic software
- Simple lighting for portraits
- Understanding how your camera sees light
- Basic equipment needed for creating better photos
- Learning how to get out of your comfort zone
- Different camera angles for different perspective
- How to interact with subjects to make them feel comfortable & flattering

COURSE DETAILS

Title: Photography

Time: 6:30pm - 7:20pm

Dates: 2/3 - 4/27 (Every Monday)

Cost: \$180 (discounts may apply. See enrollment page for details.)

Size: This course will be capped at 12 students

INSTRUCTOR BIO

George Elder has been a portrait artist for 30+ years. His business, Elder Photography, opened in 1986 at the present location. In the first seven years the studio was located in his home. In 1993, ground was broken for a brand new studio adjacent to his home. George offers quality portraits, warm hospitality and an experience like no other studio in Central Pennsylvania. George and his wife, Linda are members of The Professional Photographers of America.



*“Tell me and I forget, teach me and I remember.
Involve me and I will learn.”*

– Benjamin Franklin

GRAPHIC DESIGN (DIGITAL)

The graphic design courses will teach you how to create great looking promotional materials to be used in bulletins, magazines, booklets, posters as well as any other marketing type of materials you need to create. The course will go through the principles of layout and design for any graphic design software. The 2 concurrent courses will take you through learning the very basics to creating and modifying advanced templates. Software and apps to be used will be Pages, Photoshop, Illustrator and online resources such as Canva.

This is 2 concurrent 4-week courses.

Graphic Design Basics

- Balance
- Color combinations
- Fonts
- Images
- Layout

Graphic Design Application

- Create Promotional Materials
- Image manipulation
- Templates
- Layers and Masking
- Alpha / Opacity (Background Transparency)

COURSE DETAILS

Title: Graphic Design Basics
Time: 7:30pm - 8:20pm
Dates: 2/3 - 3/2 (Monday)
Cost: \$60 (discounts may apply. See enrollment page for details.)
Size: This course will be capped at 10 students

Title: Graphic Design Application
Time: 7:30pm - 8:20pm
Dates: 3/9 - 3/30 (Monday)
Cost: \$60 (discounts may apply. See enrollment page for details.)
Size: This course will be capped at 10 students

INSTRUCTOR BIO

Troy Ferguson has been working in graphic development for over 25 years. His experience ranges from the creation of social graphics, promotional posters, magazine layouts and website layout and design. Troy also utilizes his skills of graphic layout and balance in his professional video production business, IMPACT PRODUCTIONS.



ENROLLMENT INFORMATION

Enroll online by visiting our Facebook page, [facebook.com/joyinthecityorg](https://www.facebook.com/joyinthecityorg) or by calling (814) 944-1948. You can pay by check or credit card.

Piano - Beginner.....	\$180
Piano - Intermediate.....	\$180
Guitar - Beginner.....	\$180
Guitar - Intermediate.....	\$180
Drums	\$180
Voice	\$180
Video Production.....	\$60
Sound System Operation	\$180
Social Media 1	\$60
Social Media 2	\$60
Presentation 1	\$60
Presentation 2	\$60
Photography	\$180
Graphic Design 1.....	\$60
Graphic Design 2.....	\$60

Discounts available: 20% off for 2 or more classes. 33% off for group of 5+.

COURSE FORMAT

The courses are all taught in a group format. Each course will have a maximum number of participants allowed so early enrollment is encouraged. The course description section will have the applicable maximum number of students for that class. Course maximum participants may be different from one course to another.

There are many benefits to group courses. One of which is the social aspect of meeting people and developing your talents together. This allows for motivating one another as well as keeping each other accountable. Other benefits include recognizing you're not alone in the challenges of learning as well as creating new ways to learn that you never knew existed in traditional training environments. Classes are kept to an appropriate size so effective time with each student and classroom instruction can take place each week.

IMPACT PRODUCTION'S SCHOOL OF CREATIVE ARTS

WHAT IS IMPACT PRODUCTIONS?

A multi-layered organization developing opportunities to capture and share inspirational messages and real-life stories of people and organizations impacting our city.

SCHOOL PURPOSE

The purpose of Impact Production's School of Creative Arts is to provide multi-week training for those desiring to learn or develop skills in music, technology and art. This is accomplished by these three points:

DECIDE: You must first decide if you are willing to make the commitment to learn or grow deeper in a certain skill set. We recommend you prayerfully consider this and once decided, commit to it. We will do our best to make sure you develop the abilities that initially inspired you to look into this in the first place.

DEVELOP: The second aspect of this is that each course provides developmental opportunities day by day. Our goal is to provide an environment for you to enhance your ability in every single class. "All growth depends upon activity. There is no development physically or intellectually without effort, and effort means work." - Calvin Coolidge

DO!: The final point is simply to put this into action. It's one thing to learn but an altogether different thing to find the practical application for what you've learned. We will not only train you in these skills but introduce you to opportunities to utilize what you've learned.

