



SAN FRANCISCO

**PRACTICAL
CREATIVE MEDIA
EDUCATION**



careers

Studio sound recordist / engineer

Broadcast engineer

App Developer

Live sound engineer

Audio post-production

Music and dialogue editor

Location recordist

Music producer

Electronic musician

Digital media entrepreneur

Studio manager

Consultant

education

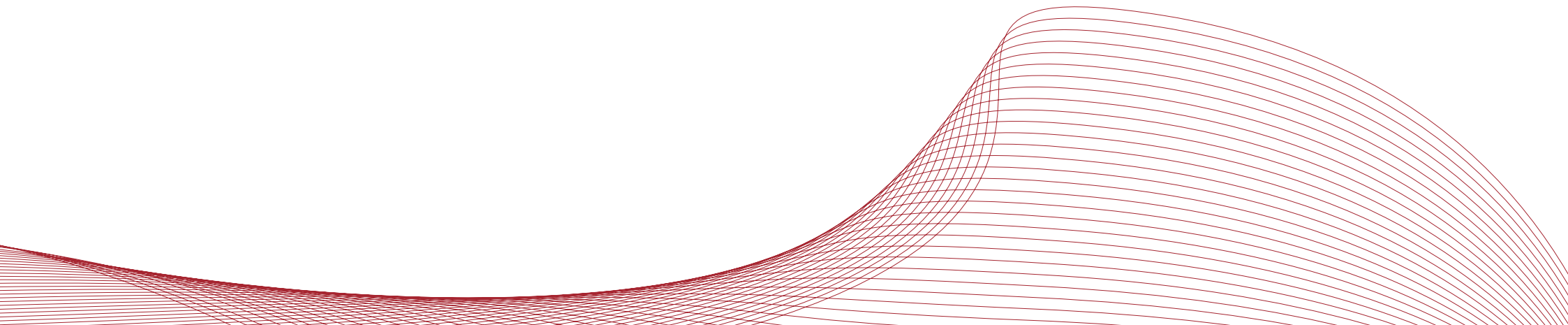
Mastering engineer

“ Our continued global success as a group is unmistakably a manifestation of our commitment to the development of the creative media industry ”
Tom Misner, Founder

SAE San Francisco is the newest campus in SAE's long legacy of training students for success in the Audio and Entertainment Industries. San Francisco has long been known as a city of creative individualism and technological imagination. The campus is located in the SOMA (South of Market Area), which has played an important role in many successful music, video game, post productive houses, and media start-ups. With companies such as Industrial Light and Magic, Pixar, Apple, Google, Current TV, and Skywalker Sound all located in the Bay Area, there is wealth of experience and opportunity to be found.

Students take music out of the “box” and bring it to life in our fully equipped recording studios where they can use a vast array of both software and hardware to perfect their tracks. From Hip Hop to Hardcore and everything in between, students are able to interact with a variety of bands, musicians, and professionals to expand their social network of contacts in an ever-growing music industry. Students are also able to take programs such as the iPD which will prepare them for tomorrow's employment opportunities in the digital media industries.

Centrally located, it is easy to reach the school via public transportation using BART, MUNI, Bay Area Ferries, local bus, or even bicycle as many do. The school is just a few short blocks from AT&T park and the Embarcadero making for a local area that is alive with entertainment and activity year round.





ATP

Audio Technology Program

Audio Technology Program

After touring SAE San Francisco's facilities, occupying more than 13,000 sq feet with over 17 studios and workstations, it is obvious that we take audio training seriously. SAE Institute started as an audio school over thirty years ago and the Audio Technology Program (ATP) at SAE SF remains its signature Diploma program.

The ATP curriculum is based upon the combination of practical and theoretical knowledge, offering hands-on classes and individual studio time that is supported by traditional theory lecture classes. This approach gives the SAE student a thorough foundational knowledge in a broad range of audio related fields. All classes are taught by experienced and qualified instructors who not only share their years of technical expertise, but also their enthusiasm for the magic of audio engineering.

Topics of study include Recording and Mixing Techniques, Electronic Music, Basic and Advanced Signal Flow, Effects and Processors, Live Sound, Acoustics, Electronics, MIDI, Music Business, Mastering, Microphone Techniques, Broadcast Engineering, Session Procedures, Game Sound, Television and Film Audio Post Production, and more.

SAE San Francisco provides training on a Neve Genesys console and Solid State Logic (SSL) training on an AWS 900+ console. The school also offers Tascam Digital and Mackie Analog console, Avid ProTools suites with an Icon mix surface, a three fully fitted MIDI suites and effects suites equipped with Apple's Logic Studio, Propellerhead and Ableton software, and much more. In addition to a selection of more than a dozen industry standard microphones, the SAE campus has three live rooms wired to all control rooms for student recording projects.

Graduates of the ATP program become part of the worldwide SAE Alumni Association (www.sae-alumni.org), which provides ongoing equipment discounts, job placement assistance, and unlimited networking opportunities. Additionally, SAE SF offers graduates local job placement assistance for a variety of career paths.

ATP Students have the option of enrolling either fulltime for 9 months or part-time in the evenings for 18 months. The programs offer the exact same curriculum and instructors, just taught at two different paces.

SAE Institute strongly encourages all prospective students considering enrolling to schedule an appointment for a personal tour with an Admissions Representative. Also, prospective students are welcome to sit in on seminar classes prior to enrollment by appointment.



"Teaching at SAE San Francisco has allowed me to share over two decades of experience with future generations of audio industry professionals. The daily interactions with our talented student body continues to renew my perspective and sense of momentum. Nothing is more rewarding than being able to help bring students' ideas to fruition with a fresh perspective that stems directly from their passion, enthusiasm, and dedication to their craft. I am truly proud of the creative collective we have built and welcome each day as a new learning experience for everyone involved."

Ivo Ivanov
ATP Instructor



EMP

Electronic Music Production

Electronic Music Production



"I really like the **EMP program** at SAE, because it provides the best overall look into electronic music production. It has a concise, well structured plan that appeals to students of all types, from pro DJs and touring musicians to kids fresh out of school.

If you're busy, but still want to learn how to make hot tracks in your home studio, this is the place to be".

Charles Noel
EMP Instructor

The Electronic Music Production (EMP) Certificate Courses are intended for musicians, audio hobbyists and DJs who enjoy experimenting with laptop audio technology and want to develop their electronic music production skills. The EMP courses are a combination of lecture-based training and practical, hands-on learning.

SAE San Francisco's EMP courses focuses on both Propellerhead's Reason and Ableton's Live software for music production and track arrangement. Topics covered in the course also include Signal Flow, Music Theory, Effects, Mixing Techniques, Sampling and Live Performance.

Taught by professional electronic music programmers and composers, classes are set within an interactive hands-on learning environment that is designed to advance your technical skills and enable you to write and produce professional quality compositions. EMP students have full access to SAE Institute's MIDI Beat suites in order to practice techniques learned in class and to become better skilled in various MIDI sequencers and plug-ins.

EMP students are also welcome to attend various workshops and guest lectures on campus that are part of the more comprehensive ATP Diploma program.



"I learned some amazing tricks and techniques for music production while taking the EMP course.

It really helped me to make the music I wanted to make and feel confident that I was creating a professional sounding track. This course helped me take my music to the next level. "

Robert Halmark



iPhone 360°



It seems everybody has an idea for a Mobile App. But not everyone realizes how accessible creating their own applications can be. Gone are the days when software development was the exclusive domain of an elite class of computer programmers. Today anyone can build an App for iPhone, iPad & iPod Touch!

For many the question remains, how to get started? How do you transform a great idea into reality, turning an exciting concept into a killer App? What are the steps taken from being a passive iPhone enthusiast to becoming an inspired creator and App developer? With its tradition of over 30 years as Creative Media Educators, SAE has taken Apple's streamlined resources and developed a straightforward and user-friendly educational format designed for the uninitiated. No prior training or programming knowledge is required, just an eagerness to learn the fundamentals of an object-oriented programming language and a passion to embark on a journey as an architect of your own software.

The iPD program at SAE also guides students through the submission process to the Apple App Store so that in addition to transforming culture, your great ideas can transform your bank account balance.

iPD classes are taught by successful application developers who are also experienced instructors. Teacher to student ratios are kept very small in order to create an intimate learning environment that encourages individual student attention and that stresses hands-on practical training. Lab time is also available in SAE's Multimedia Resource Center.

The boundaries of App development are still expanding and new possibilities are being realized every day in the billion dollar App market. SAE Institute is your portal into this continuously expanding Universe.



“SAE's iPD course was a great introduction to developing applications for Apple's line of iOS devices. As a person who had no prior programming experience, I found the curriculum to be challenging and engaging, while also being extremely fun to learn. It was great to build our own apps in class with the guidance of the teachers and now I can look forward to designing and developing more in the future!”

Tim Crossley



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