Academic Media Technologies (AMT) supports Caltech faculty, students, staff, divisions, research centers, and JPL, as well as non-academic groups such as DIR, Student Affairs, and the Office of Strategic Communications.

- Creates award-winning videos and animations for news, marketing, event, and outreach purposes
- Generates figures, illustrations, and animations for scientific publications and videos
- Records, live broadcasts, and provides audio visual support for on-campus lectures and events
- Realizes Caltech faculty’s vision for their online courses
- Offers technical event management, including needs analysis and consultation
- Designs and implements new audio visual systems for classrooms, lecture halls, and meetings spaces

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**Storytelling + News + Promos + Animations**

**Pre-Production:**
- Creative brief development
- Storyboarding and script collaboration
- Location scouting
- Scheduling
- Recording releases

**Recording:**
- 4K, DSLR, and studio cameras
- Boom, lav mics, field recorders
- Cineslider, Glidecam, shoulder rigs
- On-camera interviews
- Vocal booth and voice-over narration

**Post-production:**
- Graphic design
- Animation and motion graphics
- Color grading and audio mastering
- Editing and encoding
- Closed caption generation
- Online distribution to YouTube and social media
- Blu-ray and DVD mastering
- Digital archiving assistance

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**Events + Lectures + Highlights + Live Broadcasts**

**Pre-event:**
- Event flow and Run-of-Show creation
- Presenter rehearsals and coaching
- Event teasers and promo production

**Content Preparation:**
- Presentation design and assistance
- Event media creation: video, audio, graphics
- Presenter media transcoding
- Promotional content

**Recording and Broadcasting:**
- Studio cameras, including multi-cam
- Roving cameras: DSLR, 4K
- Image Magnification (IMAG)
- Production truck (off-campus rental)
- Live stream: Ustream, Facebook Live
- Fast turnaround event highlights
- Additional post-production as listed above
MOOC + Online Courses

Recording:
• On-campus studio: professional backdrops, teleprompter, mics, lights, studio cameras
• Portable recording kit: HD camera, lav mic, tablet, lights, backdrop, software
• Custom recording solutions and faculty training
• Promo video creation

Online course building + in-session monitoring:
• Course graphic design
• Video module editing
• Transcript and caption creation
• Course content design
• Discussion boards monitoring
• Technical and developer liaison with Coursera and edX

Audio Visual Support + Installation

Audio Visual support:
• Technical event coordination
• Sound systems and mixing boards
• Projection
• Lecterns + Caltech signage
• Laptop connection to displays
• Flat screens (off-campus rental)

Installation:
Implementing new technologies and capabilities in auditoria, conference rooms, and meeting spaces including:
• Flatscreens and projectors
• Updated cables and connections
• Wireless connectivity to multiple displays
• Lecture capture hardware