



NEWS RELEASE

The American Film Institute and Columbia Digital Knowledge Ventures Create Digital Filmmaking Course

Course Available at Leading Online Education Site Fathom

Los Angeles, CA, January 15, 2002 – The American Film Institute (AFI), Columbia Digital Knowledge Ventures, and digital filmmaking expert Michael Rubin have created AFI's first online course to teach students how to shoot and edit their own digital video project.

AFI and Columbia DKV have co-produced the online course titled "Digital Video: An Introduction with Michael Rubin." The course is now available through Fathom, the online learning company, at www.fathom.com/afi. AFI is a member of the Fathom consortium. This course draws upon the expertise of filmmaker, author, and lecturer Michael Rubin to guide participants through each step in the digital filmmaking process. Rubin provides how-to instruction on equipment use as well as shooting and editing techniques.

The "Digital Video" course is available for an introductory enrollment fee of \$50 and is open to everyone. Upon enrollment, the course material is available to participants for six months and can be accessed online anytime.

"AFI has been an active partner with Columbia University and the other members in building Fathom into the world's leading knowledge destination on the Web," said Jean Picker Firstenberg, AFI's Director and CEO. "Now, with the launch of this first e-course on Fathom, AFI and its faculty can provide a service to young people and adults around the world on the Web. AFI regards this step as a learning experience and a harbinger for the future."

"AFI is continually seeking new ways to connect the practical experience and expertise of filmmakers with the growing number of students and film enthusiasts interested in entering the field," said Nick DeMartino, AFI Associate Director/Strategic Planning and Director, AFI New Media Ventures. "We are very pleased that this collaboration with Columbia DKV and Fathom allows AFI to reach these audiences with such a high quality educational experience online."

"As an author and lecturer, I found some terrific advantages to using the Internet as a medium for instruction," said Michael Rubin. "The Digital Video online course uses the Internet to describe concepts and techniques that borrows the self-pacing and detail from a book, but captures the personality and interaction of a seminar. It's a great hybrid that is particularly well-suited to this dynamic content."

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About AFI

AFI is the preeminent organization dedicated to advancing and preserving the art of film, television and other forms of the moving image. AFI trains the next generation of moving image artists, provides leadership in the nationwide film and television preservation effort and explores new technologies in the digital media arts. AFI also presents the best of film through the AFI Los Angeles International Film Festival, the AFI National Theater at the Kennedy Center in Washington, DC, and the annual AFI Life Achievement Award, the highest honor given for a career in film. More information about AFI can be found at www.AFI.com.

About Columbia DKV

Columbia Digital Knowledge Ventures (www.columbiadkv.com) is a University organization that collaborates with faculty and other Columbia Organizations to gather, develop and deliver innovative digital learning resources built on the knowledge base of the University. Columbia DKV pursues its mission in three ways:

- Working with Columbia faculty in the creation of e-seminars that enhance the teaching and learning process and bring Columbia scholarship to a broader audience via the Internet
- Incubating digital media businesses that rely on the University's intellectual property or that are affiliated with Columbia's new media ventures
- Transferring Columbia-developed digital media to the marketplace through content licenses and joint development projects.

About Fathom

Fathom (www.fathom.com) is the leading source for online professional development and lifelong learning. Fathom brings together lectures, interviews, articles, and exhibits by faculty and experts from some of the world's leading universities, libraries, museums, and disseminators of research. Online courses and seminars representing the best in online education are available through Fathom, as well as books and other products. Unique reference content spans all disciplines and fields of study. Fathom's member institutions include Columbia University, London School of Economics and Political Science, Cambridge University Press, The British Library, The New York Public Library, The University of Chicago, the University of Michigan, American Film Institute, RAND, Woods Hole Oceanographic Institution, Victoria and Albert Museum, Science Museum (UK), and The Natural History Museum (UK).

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