



## Apple Authorised Training Centre Program (Pro App)

We thank you for your interest in becoming an Apple Authorised Training Centre for Apple's Pro Products. The goal of the Authorised Training Centre program is to form model-training centres to deliver quality, and consistent training to our end-users worldwide.

Apple welcomes all applicants including independent companies, corporations, academic institutions, Value Added Resellers and distributors. Selection is based on a number of criteria including excellence in training, facilities, equipment, staff expertise, infrastructure, and geographic coverage.

At this time we are selecting centres based on a proven track record and recognition within your area, in digital technology and training. We will use the information you provide in an online application to determine your eligibility for authorisation.

Please follow the steps outlined in this document to complete the online application. Allow 14 business days for processing. If you do not hear from Apple within this time, you can check the status of your application by emailing [aatcprogram@asia.apple.com](mailto:aatcprogram@asia.apple.com)

Once your eligibility has been determined, you will receive an email that contains the Authorised Training Centre agreement, Train-the-Trainer class schedule, and information on the payment process as well as other pertinent information.

If your organisation is passionate about Apple's Pro Products and has a desire to teach people to use them, we would like to hear from you. We appreciate your interest in Apple's Authorised Training Centre Program.

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## **Program Overview**

The Apple Authorised Training Centre Program's mission is to form model-training centres for digital media technologies. These centres serve as a training resource for a broad range of users: professional editors, students, faculty, business executives, digital artists, sound designers, filmmakers, webmasters and other individuals interested in digital technology. The program is designed to empower you to deliver what you do best!

Apple is committed to providing quality training to meet the needs of all users, at all levels. This encompasses everyone from K-12, colleges and universities, major studios, and new users up to the most seasoned professionals. To accomplish this Apple is aligning with the highest quality third party training organisations and institutions. By combining your training and industry expertise with our products, marketing, and technical information, we will better serve our mutual customer base.

Apple Authorised Training Centre Program participants receive the benefit of an established, proven curriculum and course outlines for each of Apple's pro applications: Final Cut Pro, Final Cut Express, DVD Studio Pro, Shake, Soundtrack, Logic Express, and Logic Pro. Participating institutions also have the opportunity to offer students the additional benefit of achieving Apple Certified Pro status—Apple's own end-user certification—in a chosen application. This additional certification will help to distinguish your students' futures as a professional level user of Apple's Pro Applications.

## **Program Goals**

- To provide quality, consistent and accessible training for users of all levels on a worldwide basis.
- To educate and increase the awareness of Apple Pro applications

## **Program Benefits**

- Opportunity to work with Apple directly, as well as other training organisations
- Revenue generating opportunities
- Advertising on Apple website – listed and linked (apple.com receives approximately 1 million visitors daily and approximately 3 to 4 million page views)
- Customer leads
- Access to the latest digital technologies
- Use of Apple's dedicated purpose-built training facility (fee based and subject to availability)
- Direct contact at Apple to facilitate special needs and/or requests
- Use of the official Apple Authorised Training Centre logo
- End User Certification



## **Apple Supports You**

- Customer referrals
- Discount on Pro Applications Software
- Web links
- Access to Apple logos to promote your alliance with Apple
- Opportunities for co-marketing and promotional activities
- Monthly program update
- Apple Sales Web program page
- Direct relationship with Apple
- Online course evaluations
- Course certificates of completion

## **Program Costs**

### **Costs and fees associated with the AATC program are:**

- Costs associated with the ACT program, as appropriate.
- Costs to maintain required equipment, including hardware and software.

## **Application Process**

1. Understand the AATC for Pro Applications Program requirements.
2. Apply online at, [www.apple.com/au/training/pro/training.html](http://www.apple.com/au/training/pro/training.html)
- a. For a progress update on your application email, [aatcprogram@asia.apple.com](mailto:aatcprogram@asia.apple.com)
3. If approved, you will be extending an AATC contract. You will have 31 days to review, sign and submit it. Marketing fee submission is required before AATC is listed on the website or the access to Apple's scheduling system for classes.
4. Instructor candidates obtain certification via the Apple Certified Trainer Program
5. Apple will visit the training centre facility to confirm it meets the requirements outlined in the Facility Requirements Document.
6. Applicant is approved as an AATC for Pro Applications.

## **Apple Certified Trainer Program Requirements**

The Apple Certified Trainer Program trains and tests qualified industry professionals to deliver Apple certified courses specifically in Apple's Pro applications: Final Cut Pro, Motion, DVD Studio Pro, Shake, Logic, and Aperture. Certified trainers work with Apple Authorised Training Centers to deliver courses to end users from the most basic class to the most advanced.

Certification from Apple offers assurance that trainers have the requisite knowledge and skill sets needed to teach classes in digital technologies. For editors, filmmakers, sound designers, DVD authors, photographers, special effects artists, etc., certification is a great way to measure your knowledge and confirm your expertise as well as being an additional tool for marketing your skills.



## **Program Goals**

The goal of the program is to ensure quality, consistent, and accessible training worldwide.

## **Professional Prerequisites**

- Minimum of one full year of experience on a specific Apple product
- Minimum of three years experience in the field as an editor, visual effects artist, DVD author or sound designer. Experience as a professor or teacher in these fields, also considered
- Completed end user course for specific product
- Previous teaching experience in a structured classroom setting preferred
- Level 1 Apple Certified Pro end user certification in application

## **Train the Trainer Courses List**

- Aperture Train the Trainer Class
- DVD Studio Pro 4 Train the Trainer Class
- Final Cut Pro 5 Train the Trainer Class
- Logic Pro 7 Train the Trainer Class
- Motion 2 Train the Trainer Class
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## **Course Fees**

Fees range from \$1499 - \$2299 per instructor certification. Includes class fees, exam fees and program benefits.

## **Benefits of Participation**

- Access to teach at Apple Authorised Training Centres
- Access to Certified Trainer list-serve
- Use of Apple Certified Trainer logo
- Referral opportunities from Apple to assist with special projects, requests, etc.

## **Certification Requirements**

Certification is achieved through meeting the prerequisites, submitting and having your application approved, taking the mandatory Train the Trainer class, passing the practical teach back sessions and finally the instructor examination.



## **Certification Process**

The first step to becoming an Apple Certified Trainer is to complete the online application, located at, <http://www.apple.com/au/training/pro/training.html>. Upon receipt, the application is reviewed by the Apple Certified Trainer Program Manager.

After your eligibility to become an Apple Certified Trainer is confirmed, you will receive an email that contains information on registration and payment of fees for the class you have chosen. In order to become certified you must attend the Train-the-Trainer course to acquire thorough knowledge of the certified courseware and to learn effective instructional methods. The course includes role-playing exercises, presentations, and an instructor exam.

Upon successful completion of the exam and course, you will receive an Apple Certified Trainer Certificate and an NFR copy of the software.

## **Recertification**

Recertification is dictated by software releases. With major user interface changes, a recertification class may be required. Otherwise, recertification will be conducted via an online exam. Fees associated with recertification vary based on delivery method.

## **Facility Requirements**

### **Minimum Classroom Recommendations**

- Minimum recommended classroom size is 30-feet by 30-feet for 16 students; 20-feet by 30-feet is recommended classroom size for 8 students. Smaller classrooms will be evaluated based on layout and equipment. Apple makes the final determination on maximum number of students per class.
- Student work surfaces should be at least 36 inches wide by 30 inches deep, to accommodate two student systems; 40 inches wide by 30 inches deep is recommended.
- The instructor's table should be at least 48 inches wide by 30 inches deep, and located at the front of the classroom.
- Armchairs are recommended for all students and the instructor. Padded seats are required.
- Power outlets need to be provided for all computers, monitors, and peripheral devices used in the class, and should provide approximately five (5) amps of power for each device.
- The projection screen at the front of the classroom should be at least seven (7) feet away from the nearest edge of the student tables.
- Lighting controls should be accessible by the instructor. Dimming capability is preferred.
- Temperature controls should be accessible by the instructor.



- A wall-mounted or freestanding white board (with dry-erase markers and erasers) is suggested and should be located at the front of the classroom.
- A Mac OS X-compatible non-PostScript USB printer (with appropriate interface cable) with 10 foot cord is needed and should be easily accessible to the instructor.
- The classroom should be free of noisy machinery so the instructor can converse with students comfortably.
- Phones and restrooms should be easily accessible.
- One 100Mbps Ethernet switch with n+5 or more ports (where n=number of students)
- A projection system (as defined below) is required.

### **Minimum Projection System Requirements**

- The projection equipment needs to be on a sturdy table or stand (approximately 29 inches high), or ceiling mounted.

### **Minimum requirements for the projection system**

- Resolution of 1024 by 768 pixels @ 75Hz
- Projection rating of at least 2,000 lumens
- 6 x 6 foot or larger projection screen
- Spare projector bulbs
- VGA switchbox
- 3-port Switchbox capable of allowing projection from either Instructor System (Instructor systems defined in CRD)
- Appropriate cables to connect the switchbox to the projection system
- Cabling to simultaneously connect two monitors to the switchbox

For more information on Classroom and Facility Requirements, please refer to the Facility Guidelines Document.

Please note that there are specific systems requirements for each Pro Apps course. Contact the AATC Program Manager ([aatcprogram@asia.apple.com](mailto:aatcprogram@asia.apple.com)) to request a class room requirements document for the courses that you are interested in delivering.