

THE WORLD OF THE ETC

AN INTERACTIVE MARKETING DVD



Networking



Students



ETC Overview



Classes



Projects



THE ENTERTAINMENT TECHNOLOGY CENTER PRESENTS A JEFF BALMERT PRODUCTION "THE WORLD OF THE ETC"
AN INTERACTIVE MARKETING DVD UNDER THE ADVICE OF RALPH VITUCCIO IN ASSOCIATION WITH CARNEGIE MELLON UNIVERSITY



www.etc.cmu.edu/projects/world-of-etc



THE

WORLD OF THE ETC

AN INTERACTIVE MARKETING DVD

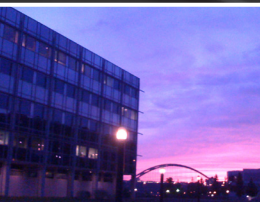
The 'World Of The ETC' project is an interactive DVD, which explores the Entertainment Technology Center at Carnegie Mellon University. It will show potential students, parents, and sponsors the truly unique graduate program offered by the ETC.

The goal of this DVD is to cater to any audience by allowing the viewer to use an interactive menu to choose from different topics that they are interested in. The viewer will meet students, faculty, staff, and alumni and hear their stories from the ETC universe.

This interactive DVD explores the school curriculum, including the immersive first semester and the projects that students will be a part of. It will also showcase the amazing networking opportunities, and what students can do with their degree upon graduation.

This project will highlight the global influence that the ETC has on entertainment technology and show viewers what sets the Entertainment Technology Center apart from any other graduate school in the world.

The 'World Of The ETC' project will provide a powerful marketing tool to faculty and staff in the attempt to reach others who would like to be involved and learn more about the ETC.



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