

Digital Media Skills Certificate Syllabus

Dates of Instruction: October 6, 2015 – December 10, 2015

During this 9-week course, you'll experience the best practices for telling stories to an online audience—through social media, on the web, and to a mobile audience. You'll learn to engage with video, digital photography, audio recordings, and data visualizations. You'll have the tools and storytelling skills to produce, edit, and post content 24/7. This includes having the skills to code or use tools for quick production. We'll also teach you what metrics are important in determining engagement and how to market your product or personal brand. Upon completion of this program, participants will have produced a capstone project that reflects your mastery of tools and techniques for applying digital content to new media.

Week 1

October 6

6-9 pm

Presenter: David Cohn, Lecturer at the Graduate School of Journalism @Dijidave,

Jeremy Rue, Lecturer of New Media at the Graduate School of Journalism @jrue

Chris Schodt, Multimedia Journalist & Video Producer @chrisSchodt

Topic:

The new media landscape requires a new storyteller who can tell stories that resonate with a diverse fragmented audience in the evolving digital ecosphere. We'll share examples of companies that rock and how they have maximize their digital assets to reach their target audiences. Jeremy Rue will kick off this session with a presentation on the different media forms and how to choose the right medium for the story. Next, David Cohn will present with examples from his experience in a new media innovation lab at AJ+. Finally, Chris Schodt will discuss the program expectations with an overview of what you'll learn and the instructors you'll be working with over the nine weeks.

October 8

6-9 pm

Instructor: Yumi Wilson, LinkedIn Corporate Communications Manager & Professor at San Francisco State University @yumiwilson

Topic: The best practices, tools and techniques for creating compelling social media content, with a look at key social platforms.

Week 2

October 13

6-9 pm

Instructor: Yumi Wilson, LinkedIn Corporate Communications Manager & Professor at San Francisco State University @yumiwilson

Topic: Building influencers and advocates for your brand, listening and interacting.

October 14

Optional site visit to Silicon Valley Media Company

October 15

6-9 pm

Instructor: Jeremy Rue, Lecturer of New Media at the Graduate School of Journalism @jrue

Topic: Basic front-end coding with HTML and CSS. Begin to construct the basis for your capstone project.

Week 3

October 20

6-9 pm

Instructor: Jeremy Rue, Lecturer of New Media at the Graduate School of Journalism @jrue

Topic: Techniques and tools for adding more glitz to your website project, plus knowing how to design for mobile with responsive design.

October 21

6-9 pm

Optional Lab

Guided and supported lab time to get help from the experts on putting together your personal website and getting it hosted.

October 22

6-9 pm

Instructor: Peter Aldhous, Lecturer at the Graduate School of Journalism & BuzzFeed Science Reporter @paldhous

Topic: It's an data-driven world. Learn how to discover the story in data, identify examples of good data visualizations that tell a story, and how to organize the data prior to creating data visualizations.

Week 4

October 27

6-9 pm

Instructor: Peter Aldhous, Lecturer at the Graduate School of Journalism & BuzzFeed Science Reporter @paldhous

Topic: Tools and techniques for designing data visualizations. Turning data into stories with charts, graphs and maps.

October 28

6-9 pm

Optional Lab

Guided and supported lab time to get help from the experts on using the tools for creating graphs, charts and maps.

October 29

6-9 pm

Instructor: Staci Baird, Modern Journalist & Social Media Instructor @Girljournalist

Topic: Becoming entrenched in engagement metrics for the web and social media with tools and techniques for understanding what matters and why it's important.

Week 5

November 3

6-9 pm

Instructor: Shaleece Haas, Filmmaker, Multimedia Journalist, & Lecturer at the Graduate School of Journalism

Topic: Video styles and storyboarding for the web and social media. Learn techniques for framing, composition, and interviewing for professional video presentations.

November 5

6-9 pm

Instructor: Richard Koci Hernandez, Emmy Award Winning Multimedia Producer & Lecturer of New Media at the Graduate School of Journalism @koci

Topic: The best in photography, understanding composition and key techniques for creating inspirational images. Plus, the basics of Photoshop.

Week 6

November 10

6-9 pm

Instructor: Shaleece Haas, Filmmaker, Multimedia Journalist, & Lecturer at the Graduate School of Journalism

Topic: Understanding audio as a critical component of media production. Learn techniques for audio recording on stand-alone audio recording equipment and on the video camera.

November 12

6-9 pm

Instructor: Chris Schodt, Multimedia Journalist & Video Producer @chrisSchodt

Topic: Creating a video project using Adobe Premiere including editing techniques.

November 14, Saturday

9 am-4 pm

Instructor: Chris Schodt, Multimedia Journalist & Video Producer @chrisSchodt

Topic: Video, photo, audio field assignments (these are pre-arranged by Berkeley AMI staff).

Week 7

November 17

6-9 pm

Instructor: Chris Schodt, Multimedia Journalist & Video Producer @chrisSchodt

Topic: Compiling video, audio and photography into a multimedia story with techniques for editing audio in Adobe Audition.

November 19

6-9 pm

Instructor: Chris Schodt, Multimedia Journalist & Video Producer @chrisSchodt

Topic: Advanced techniques in editing and creating quality multimedia stories.

! Thanksgiving Week: No classes, time to work on your capstone projects.

Week 8

December 1

6-9 pm

Instructor: Ben Manilla, Award Winning Audio Producer & Lecturer at the Graduate School of Journalism @BenManilla

Topic: Telling stories in audio and developing a voice and good ambient sound. Plus, what makes a great audio story.

December 2

Optional site visit to San Francisco Media Company

December 3

6-9 pm

Instructor: Richard Koci Hernandez, Emmy Award Winning Multimedia Producer & Lecturer of New Media at the Graduate School of Journalism @koci

Topic: The best practices in visual design for the web and for creating mobile content.

Week 9

December 8

6-9 pm

Instructor: Chris Schodt, Multimedia Journalist & Video Producer @chrisSchodt

Topic: Individual consultations on assembly of media assets into capstone project with guided lab time.

December 9

6-9 pm

Optional Lab

Guided and supported lab time to get help from the experts on capstone project.

December 10

6-9 pm

Cocktail party with live showing of capstone project presentations.

Important Notes

- 1) All classes are held in the Digital Media Lab (referred to as the LNR) at the Graduate School of Journalism, University of California, Berkeley at 121 North Gate Hall, Berkeley, CA, unless otherwise notified in advance.
- 2) We expect you to attend the required classes. These are held Tuesdays & Thursdays 6 pm-9 pm plus one Saturday 9am-4pm.
- 3) Participants will be expected to complete weekly assignments as instructed, on time. The capstone project is a demonstration of learned multimedia skills and is required.
- 4) Advance sign up for *optional* labs is required (more on that on first day of the course.)
- 5) We'll be sharing more about the optional site visit to Silicon Valley Media Company on the first day of the course.
- 6) This course syllabus is subject to change.
- 7) Most of all – this is a fun course, it's intensive, you'll work hard, broaden your network, increase your digital media skills, and learn more than you thought possible in 9 weeks.