

## Digital Media Skills Certificate Syllabus

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

*During this 9-week course, you'll experience 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

Instructor: Guest Presenter, Alexis Madrigal, Fusion, Editor-in- Chief @alexismadrigal

Topic: The new media landscape and how to tell stories that resonate with a diverse fragmented audience in the digital ecosphere. We'll share examples of companies that rock and how they maximize their digital assets to reach millennial or other target audiences.

Plus, Chris Schodt will discuss the program expectations and the capstone project, with an overview of what you'll learn and the instructors you'll be working with over the 9 weeks.

#### October 8

6-9 pm

Instructor: Yumi Wilson, LinkedIn Corp Comms Manager & Professor San Francisco State University @yumi wilson

Topic: 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 Corp Comms Manager & Professor San Francisco State University @yumi\_wilson

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 New Media Berkeley Graduate School of Journalism @jrue

Topic: Learn basic front-end coding with HTML and CSS and begin to construct the basis for your capstone project.

## Week 3

### October 20

6-9 pm

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

Topic: Technique 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 Berkeley Graduate School of Journalism & BuzzFeed science reporter @paldhous

Topic: It's an information-data driven world. Learn how to discover the story in data, example 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 Berkeley 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 and 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 and New Media Faculty 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 and 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 and 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 and 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 and 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 and 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 and Lecturer at the Graduate School of Journalism @BenManilla

Topic: Telling stories in audio, 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 and New Media Faculty at the Graduate School of Journalism @koci

Topic: 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 and 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 capston project.

### December 10

6-9 pm

Cocktail party with live showing of capston project presentations.

## Important Notes

- 1) All classes are held in the Digital Media Lab (referred to as the UNR) at the Graduate School of Journalism, University of California, Berkeley 121 North Gate Hall, Berkeley, CA, unless otherwise notified in advance.
- 2) We expect you to attend the required classes. These are held Tuesday & Thursday's from 6 pm-9 pm plus one Saturday from 9am to 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 first day of the course.)
- 5) We'll be sharing more about the optional site visit to Silicon Valley Media Company the first day of the course.
- 6) This course syllabus is subject to change.
- 7) Mostly 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.