Visual Storytelling Workshop Agenda

June 22-26, 2015

Monday, JUNE 22, 2015

Morning

- Developing the narrative of the story in video and with photos
- Choosing the right visual medium for the story
- Creating a storyboard for high visual impact and storytelling

12:00 - 1:00 hosted lunch

Afternoon

- Learning the technical aspects of a professional video camera- Sony NX70 provided
- Best practices when shooting video and how to interview
- How to capture quality audio in any situation
- Learning the technical aspects of professional photo equipment- Cannon Rebel provided
- Best practices for taking quality photos
- Hands-on exercise with critique

Tuesday, JUNE 23, 2015

Morning

- Learn to edit in Adobe Premiere for Mac, with hands-on practice sessions
- New industry secrets for creating engagement with videos
- Understand how to develop the narrative of the story in the editing room
- Best practices for workflow and editing techniques to streamline the process

12:00 - 1:00 hosted lunch

Afternoon

- Go to on-site video and photo team assignments with live interviews
- Learn to upload assets to Adobe Premiere to begin story editing process

*We encourage sharing. Hashtag **#visualstorytelling***

Visual Storytelling Workshop Agenda - continued

Wednesday, JUNE 24, 2015
Morning
- Guided editing lab
- Appling editing techniques to video and photo assets to create a video story

    12:00-1:00 Hosted lunch

Afternoon

- Learn editing techniques using Photoshop, with tips on workflow
- Hands-on practice creating audio slideshows
- Implementing tools for creating creative images

Thursday, JUNE 25, 2015
Morning
- Best practices in branding visuals for your personal or company brand
- Final guided editing lab with advanced editing tips and techniques
- Learn to export videos and photo slideshows to social networks or the web; including new best practices for SEO with videos

    12:00-1:00 hosted lunch

Afternoon
- Learn how to get the most out of your visual content on social media
- Case studies on what other successful companies, non-profits and freelancers are doing to promote their branded visual content on social networks

Friday, JUNE 26, 2015
Morning
- Why and how to use data as visual content
- Best graphic design practices when creating data visualizations
- Learn easy to use tools for generating engaging story charts, & graphs with your data

    12:00-1:00 hosted lunch

Afternoon
- Easy to use tools for creating interactive maps
- Visual Story showcase of your work