

# DIGITAL MEDIA SKILLS CERTIFICATE

## PROGRAM INFORMATION

### WHEN

FEBRUARY 19 - APRIL 18, 2019

### WHERE

UC BERKELEY, BERKELEY CA

## OVERVIEW

Hello and welcome to the Berkeley Advanced Media Institute's Digital Media Skills Certificate (DMSC).

This course brings together instructors and faculty from the Graduate School of Journalism and industry experts to provide you with the skills that are currently essential to producing digital media content across multiple digital platforms.

## COURSE OBJECTIVE

By the end of the 9-week course, you should be able to:

- Produce a professionally filmed and edited video.
- Apply best practices to shoot and edit compelling photos.
- Record, edit, and produce a professional audio.
- Produce data visualizations from raw data sets.
- Apply user interface and design principles to create content for the web or mobile.
- Apply audience engagement strategies.

## THE FRAMEWORK

Digital media content development is about much more than clicks. When produced properly, it increases engagement and enhances the brand. Content is king.

This course meets two times per week on Tuesday & Thursday evenings from 6-9 p.m. in North Gate Hall on the UC Berkeley campus. Optional staffed labs are also included. It is a hands-on, skills based course focusing on techniques for producing digital media content. It is ideal for content creators, marketers, journalists, editors, designers, and those looking to change careers or to improve their skills for a job upgrade.

## COURSE SYLLABUS

The first part of the course is focused on the differences and similarities of storytelling in video and audio with a strong emphasis on techniques for filming, collecting audio, and interviewing. You'll work hands-on with video and audio editing software to learn how the story is developed in the editing process. Plus, you'll be filming and recording for your own video and audio project.

In the later part of the course, we turn to using digital content to build audience engagement, creating data visualizations from the bottom up with raw data sets, and design principles for a digital-first audience. You will continue to develop and refine assets for your portfolio, further expanding your knowledge of key skills.

• Week 1 •

Basic elements of photography  
Video storytelling I

• Week 2 •

Video editing I with Adobe Premiere  
Audio storytelling I

• Week 3 •

Audio storytelling II  
Audio editing with Adobe Audition

• Week 4 •

Video & photography equipment overview  
Interviewing techniques

• Week 5 •

Video shoot week  
Photo editing  
Audience engagement

• Week 6 •

Video editing II  
Advanced video editing

• Week 7 •

Video storytelling II  
Data visualization: charts & graphs

• Week 8 •

Data visualization: maps  
Mobile & web design

• Week 9 •

Engagement & digital content strategies  
Final presentations

## PRE-WORK

Some sessions will include pre-work assignments. These assignments are designed to prepare you for the in-class session and are generally basic foundational materials.

## HOMework

Homework assignments are designed for you to apply concepts and skills you'll learn in class. Several of the assignments are directly related to producing content required for your capstone project. This is to assure you are making progress throughout the course. Be prepared for 1 to 3 hours of homework per week.

## LABS

Optional Wednesday night labs are scheduled throughout the course and staffed by experts in multimedia content production. This is a great opportunity to get one-on-one support with your projects and extra tips.

## CAPSTONE PROJECT

For the capstone project you will produce the following content and publish to a portfolio:

- 4-6 images that demonstrate photo techniques.
- 3-5 minute video with interview, b-roll and music.
- 1-2 minute podcast with interview, ambient sound, music and narration.
- A data visualization of a chart or graph, and map, using two different data sets.

Portfolio must demonstrate good design sense and user interface.

The capstone project will be shown at the showcase (the last class of the course). You will present your project to the group and receive feedback from the instructor and classmates.

## CONTACT INFO

Alexandre Bui

Event Specialist

- Phone: 510.642.3892
- Email: alexandre.bui@berkeley.edu

**"I CAME OUT OF THIS  
CLASS WITH WAY MORE  
TOOLS AND KNOWLEDGE  
THAN I HAD EXPECTED!"**

- Katherine M.