Digital Media Skills Certificate

February 20 – April 19, 2018

UC Berkeley | **ADVANCED MEDIA INSTITUTE**
GRADUATE SCHOOL OF JOURNALISM

WEEK 1	PHOTO & VIDEO
September 18, 2018	• Discuss the program expectations with an overview of what you'll learn and the instructors you'll be working with over nine weeks. We'll kick off this session with session on best practices for quality photography.
September 20, 2018	• Learn how to make your video content engaging and professional. Understand different genres of nonfiction video and storyboarding techniques.

WEEK 2	VIDEO
September 25, 2018	• Brainstorm ideas for your video projects as you delve into video editing. Learn the basics of Adobe Premiere and non-linear editing, with hands-on practice using sample footage.
September 27, 2018	• Familiarize yourself with video & photography gear and learn best practices for interviews. Discuss what makes for good and bad audio, lighting techniques, and how to effectively frame the shot.

WEEK 3	VIDEO & PHOTO
October 02, 2018	• Work hands-on with video and photo equipment in small groups and practice interviewing. Learn to import video and photo assets into Adobe Premiere.
October 04, 2018	• Delve into Adobe Photoshop with smart filters and adjustment layers to perform non-destructive editing and improve your pictures. Practice new editing skills on sample images.

WEEK 4	PODCASTING | Project Shoot Week
October 09, 2018	• Learn all about telling stories in sound and tackle the challenge of communicating a narrative with audio alone. Practice writing scripts and best practices for recording narration.
October 11, 2018	• Practice with audio equipment and learn to record audio through an app on your phone. Learn the dos & don'ts of audio recording.

WEEK 5	PODCASTING & VIDEO
October 16, 2018	• Hands-on with Adobe Audition for mixing recorded audio and narration.
October 18, 2018	• Hands-on project editing with assistance from instructors. Learn to add titles and transitions into your project with Adobe Premiere.

WEEK 6	VIDEO & DATA
October 23, 2018	• Test your hand at advanced techniques in editing and creating quality multimedia stories. Learn about keyframing, introducing still images into your video, color correction, and stylizing your footage.
October 24, 2018	• *Optional guided lab: video editing.*
October 25, 2018	• It's a data-driven world. Learn how to discover the story in data, and how to organize complex data to develop charts and graphs.
WEEK 7	**DATA & PUBLISHING SOFTWARE**
October 30, 2018	• Learn more tools and techniques for designing data visualizations, including an introduction to using geographic data to create attractive embeddable interactive maps.
October 31, 2018	• *Optional guided lab: Work on data visualizations and editing video projects.*
November 01, 2018	• Learn to design and use turn-key publishing software for building websites.
WEEK 8	**DESIGN & SOCIAL MEDIA**
November 06, 2018	• Learn how to make your website look as good on your phone as it does on your desktop, and how to design without being a designer and without compromising functionality.
November 09, 2018	• Discover best practices for sharing visual content on social media platforms. Hands-on practice with tools that will improve your content workflow.
WEEK 9	**PORTFOLIO DEVELOPMENT & SHOWCASE**
November 13, 2018	• Hands-on portfolio development with instructor guidance to put the finishing touches on your portfolio.
November 14, 2018	• *Optional guided lab: Finishing final portfolio.*
November 15, 2018	• Join your classmates at a cocktail party with live showing of your portfolio.

* The schedule is subject to change.