

## **DIGITAL MEDIA SKILLS CERTIFICATE**

### **Course Agenda**

During this 9-week course, you'll experience the best practices for telling stories to a digital first audience – through social media, on the web, and on mobile devices. You'll learn to create engaging content – with video, digital photography, podcasts, and data visualizations. Upon completion of this program, you will have produced a capstone portfolio that reflects your mastery of tools and techniques for applying digital content to new media.

#### **WEEK 1: PHOTO & VIDEO**

**Tuesday, February 20, 2018**

**Chris Schodt & Jeremy Rue**

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.

**Thursday, February 22, 2018**

**Jake Nicol**

Learn how to make your video content engaging and professional. Understand different genres of nonfiction video and storyboarding techniques.

#### **WEEK 2: VIDEO**

**Tuesday, February 27, 2018**

**Chris Schodt**

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.

**Thursday, March 1, 2018**

**Jake Nicol**

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**

##### **Project Shoot Week**

**Tuesday, March 6, 2018**

**Chris Schodt & Khaled Sayed**

Work hands-on with video and photo equipment in small groups and practice interviewing. Learn to import video and photo assets into Adobe Premiere.

**Thursday, March 8, 2018**

**Chris Schodt**

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: VIDEO & PODCASTING

**Tuesday, March 13, 2018**

**Chris Schodt**

Hands-on project editing with assistance from instructors. Learn to add titles and transitions into your project with Adobe Premiere.

**Thursday, March 15, 2018**

**Graelyn Brashear**

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.

## WEEK 5: PODCASTING

**Tuesday, March 20, 2018**

**Graelyn Brashear**

Practice with audio equipment and learn to record audio through an app on your phone. Learn the dos & don'ts of audio recording.

**Thursday, March 22, 2018**

**Graelyn Brashear**

Hands-on with Adobe Audition for mixing recorded audio and narration.

## WEEK 6: VIDEO & DATA

**Tuesday, March 27, 2018**

**Chris Schodt**

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.

**Wednesday, March 28, 2018**

*Optional guided lab: Time to work on video editing*

**Thursday, March 29, 2018**

**Eric Sagara**

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

**Tuesday, April 3, 2018**

**Eric Sagara**

Learn more tools and techniques for designing data visualizations, including an introduction to using geographic data to create attractive embeddable interactive maps.

**Wednesday, April 4, 2018**

*Optional guided lab: Work on data visualizations and editing video projects*

**Thursday, April 5, 2018**

**Jeremy Rue**

Learn to design and use turn-key publishing software for building websites.

## **WEEK 8: DESIGN AND SOCIAL MEDIA**

**Tuesday, April 10, 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.

**Thursday, April 12, 2018**

**Vicki Hammarstedt**

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**

**Tuesday, April 17, 2018**

**Chris Schodt**

Hands-on portfolio development with instructor guidance to put the finishing touches on your portfolio.

**Wednesday, April 4, 2018**

*Optional guided lab: Time to get instructor help finishing your portfolio*

**Thursday, April 19, 2018**

**Chris Schodt**

Join your classmates at a cocktail party with live showing of your portfolio.

*Course material and instructors are subject to change.*

**We encourage sharing.**

#DigitalMediaSkills

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