DIGITAL MEDIA SKILLS CERTIFICATE COURSE
Fall 2017

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. You'll have the skills to code or use tools for quick production. Upon completion of this program, participants will have produced a capstone project that reflects the mastery of tools and techniques for applying digital content to new media.

All course sessions and labs are held from 6-9pm unless otherwise noted.

WEEK 1: Photography & Video
#1 Tuesday, September 19th
Topic: What to expect from this course & elements of engaging photography.
Discuss the program expectations with an overview of what you'll learn and the instructors you'll be working with over the nine weeks. We'll kick off this session with a presentation on the elements of engaging photographs.

#2 Thursday, September 21st
Topic: Learn how to make your video content engaging, professional, and ready for the web and social media. Practice different video styles and storyboarding techniques.

WEEK 2: Video
#3 Tuesday, September 26th
Topic: Brainstorm ideas for your video projects as you delve further into the principles of video editing. Learn the basics of Adobe Premiere and non-linear editing, and practice editing sample footage.

#4 Thursday, September 28th
Topic: Familiarize yourself with video and photography gear and learn best practices for interviews. Discuss what makes for good and bad audio, lighting techniques, and how to effectively frame your shot.

WEEK 3: AUDIO

#5 Tuesday, October 3rd

Topic: Learn all about telling stories in sound and tackle the challenge of communicating a narrative with audio alone. Understand what makes a good story and learn to writer for the ear and how to script.

Wednesday, October 4th

Optional Guided Lab: Podcast practice

Support in pulling together a 1 minute podcast

#6 Thursday, October 5th

Topic: Practice with audio equipment and learn to record audio through an app on your phone. Learn the best techniques for recording narration.

Exercise: over the weekend, record for 5 minutes to edit to a 1 minute podcast.

WEEK 4: AUDIO & INTERVIEWING

#7 Tuesday, October 10th

Topic: Learn Adobe Audition and practice mixing recorded audio and narration.

#8 Thursday, October 12th

Topic: Work hands-on with video and photo equipment in small groups. Practice interviewing and learn to import your footage into Adobe Premiere.

WEEK 5: PHOTOSHOP & DESIGN

VIDEO SHOOTING WEEK - ***This is the week to be ready to go on location and shoot. You'll need to organize your team, prepare your interviewee, rent your video equipment, and shoot.***

#9 Tuesday, October 17th

Topic: Delve into Adobe Photoshop with smart filters and adjustment layers to perform non-destructive editing and improve your pictures. Practice your new editing skills on sample images.

#10 Thursday, October 19th

Topic: Learn about the techniques and theory behind creating visually engaging design without compromising functionality. Identify key successes and failures in web design as you start to

think about putting your own project together. Learn to identify and deploy pleasing User Interfaces and Experiences across platforms.

WEEK 6: VIDEO EDITING/INTRO TO WEB DESIGN

#11 Tuesday, October 24th
Topic: Test your hand at advanced techniques in editing and creating quality multimedia stories.

Wednesday, October 25th
Optional Guided Lab: Time to work on video editing

#12 Thursday, October 26th
Topic: Begin to construct the basis of your capstone project. Learn front-end coding/HTML and a general foundation of how the web works.

WEEK 7: VIDEO EDITING/WEB DESIGN

#13 Tuesday, October 31st
Topic: More advanced editing techniques, including keyframes, color correction, and stylization.

Wednesday, November 1st
Optional Guided Lab: Time to work on video editing, & web design.

#14 Thursday, November 2nd
Topic: Ever wondered what makes your favorite websites look so good? Learn the building blocks behind aesthetically pleasing design with a general foundation of Cascading Style Sheets (CSS).

WEEK 8: BUILDING A WEBSITE & INTRO TO DATA

#15 Tuesday, November 7th
Topic: Work with various publishing software for building websites.

Wednesday, November 8th
Optional Guided Lab: Video editing, web design & work on finding clean data to use in visualizations.

#16 Thursday, November 9th
Topic: It's a data-driven world. Learn how to discover the story in data, identify examples of good data visualizations that tell a story, and how to organize the data prior to creating data visualizations.

WEEK 9: DATA & FINAL PROJECTS

#17 Tuesday, November 14th

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

Wednesday, November 15th

Optional Guided Lab: Time to get instructor help finishing your final portfolio.

#18 Thursday, November 16th

Topic: Join your classmates at a cocktail party with live showing of capstone project presentations.

Course material is subject to change.