Digital Media Skills Certificate Syllabus

During this 9-week course, you'll experience the best practices for telling stories to an online audience – through social media, on the web, and to a mobile audience. You'll learn to engage with video, digital photography, audio recordings, and data visualizations. You'll have the skills to code or use tools for quick production. We'll also teach you what metrics are important in determining engagement and how to market your product or personal brand. Upon completion of this program, participants will have produced a capstone project that reflects their mastery of tools and techniques for applying digital content to new media.

Week 1: Photography

Tuesday
6-9pm
Presenter: Chris Schodt, Multimedia Journalist & Video Producer (@chrisschodt) and Richard Koci Hernandez, Emmy Award-winning Multimedia Producer & Lecturer of New Media at the Graduate School of Journalism (@koci)

Topic: The new media landscape requires a new storyteller who can tell stories that resonate with a diverse fragmented audience in the evolving digital ecosphere. We'll share examples of companies that rock and how they have maximized their digital assets to reach their target audiences. Richard Koci Hernandez will kick off this season with a presentation on the elements of engaging photographs and Instagram. Finally, Chris Schodt will discuss the program expectations with an overview of what you'll learn and the instructors you'll be working with over the nine weeks.

Thursday
6-9pm
Presenter: Chris Schodt

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

Week 2: Video

Tuesday
6-9pm
Presenter: Shaleece Haas, Filmmaker, Multimedia Journalist, & Lecturer at the Graduate School of Journalism

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.

Thursday
6-9pm
Presenter: Chris Schodt

Topic: Take a virtual tour of Adobe Premiere Pro. Start editing footage with "non-linear" video-editing techniques and create a short video.

Week 3: Video Equipment

Tuesday
6-9pm
Presenter: Chris Schodt

Topic: Get hands-on practice with your equipment to interview your subjects with confidence in audio and video recording. Learn more about composition and the most effective recording choices.

Thursday
6-9pm
Presenter: Chris Schodt

Topic: Work in small groups to further familiarize yourself with your gear doing practice interviews and sound checks, and import this footage into Adobe Premiere Pro.

Week 4: Design & Audio Storytelling

Tuesday
6-9pm
Presenter: Richard Koci Hernandez

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.

Thursday
6-9pm
Presenter: Ben Manilla, Award-Winning Audio Producer & Lecturer at the
Graduate School of Journalism (@BenManilla)

Topic: Learn all about telling stories in sound and tackle the challenge of
communicating a narrative with audio alone. Develop your voice and learn how to
effectively capture ambient sounds.

Week 5: Video Editing (II)

Tuesday
6-9pm
Presenter: Chris Schodt

Topic: Brainstorm ideas for your video projects as you delve further into the
principles of video editing.

Wednesday
6-9pm
Optional lab: Guidance and support on your projects.

Thursday
6-9pm
Presenter: Chris Schodt

Topic: Test your hand at advanced techniques in editing and creating quality
multimedia stories.

Week 6: Intro to Web Design

Tuesday
6-9pm
Presenter: Jeremy Rue, Lecturer of New Media at the Graduate School of Journalism
(@jrue)

Topic: Begin to construct the basis of your capstone project. Learn front-end
coding/HTML and a general foundation of how the web works.

Wednesday

6-9pm

Optional lab: Guidance and support on designing and adding content to your page.

Thursday

6-9pm

Presenter: Jeremy Rue

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 7: Building Your Website

Tuesday

6-9pm

Presenter: Jeremy Rue

Topic: Learn bootstrap, a front-end system that uses CSS classes to simplify a number of web challenges.

Wednesday

6-9pm

Optional lab: Guidance and support for designing and adding content to your page.

Thursday

6-9pm

Presenter: Jeremy Rue

Topic: Find out what Github is, and see your webpage come to life as you upload your project.

Week 8: Data

Tuesday

6-9pm

Presenter: Peter Aldhous, Lecturer at the Graduate School of Journalism & BuzzFeed Science Reporter (@paldhous)

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.

Wednesday
6-9pm
Optional lab: Guidance and support on finding clean data to use in visualizations.

Thursday
6-9pm
Presenter: Peter Aldhous

Topic: Using charts and graphs, learn to present trends and change over time with web tools for building data visuals.

Week 9: More Data and Final Presentations

Tuesday
6-9pm
Presenter: Jaeah Lee

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
6-9pm
Optional lab: Guidance and support to get help from the experts on your capstone project.

Thursday
6-9pm
Presenter: Chris Schodt

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