

## DIGITAL MEDIA SKILLS CERTIFICATE COURSE Spring 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, February 28th

*Instructors: Chris Schodt, Richard Koci Hernandez*

*Topic:* What to expect from this course & elements of engaging photography.

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. Richard Koci Hernandez will kick off this session with a presentation on the elements of engaging photographs.

#### #2 Thursday, March 2nd

*Instructor: Mateo Hoke*

*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, March 7th

*Instructor: Chris Schodt*

*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, March 9th

*Instructor: Chris Schodt*

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, March 14th

*Instructor: Laura Klivans*

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 write for the ear and how to script.

#### Wednesday, March 15th

*Optional Guided Lab: Podcast practice*

Support in pulling together a 1 minute podcast

#### #6 Thursday, March 16th

*Instructor: Laura Klivans*

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, March 21st

*Instructor: Laura Klivans*

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

#### #8 Thursday, March 23rd

*Instructor: Chris Schodt*

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, March 28th**

*Instructor: Richard Koci Hernandez*

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, March 30th**

*Instructor: 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. Learn to identify and deploy pleasing User Interfaces and Experiences across platforms.

## **WEEK 6: VIDEO EDITING**

### **#11 Tuesday, April 4th**

*Instructor: Chris Schodt*

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

### **Wednesday, April 5th**

*Optional Guided Lab: Time to work on video editing.*

### **#12 Thursday, April 6th**

*Instructor: Chris Schodt*

Topic: More advanced editing techniques, including keyframes, color correction, and stylization.

## **WEEK 7: INTRO TO WEB DESIGN**

### **#13 Tuesday, April 11th**

*Instructor: Jeremy Rue*

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, April 12th**

*Optional Guided Lab: Time to work on video editing, & web design.*

### **#14 Thursday, April 13th**

*Instructor: 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 8: BUILDING A WEBSITE & INTRO TO DATA**

**#15 Tuesday, April 18th**

*Instructor: Jeremy Rue*

Topic: Work with various publishing software for building websites.

**Wednesday, April 19th**

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

**#16 Thursday, April 20th**

*Instructor: Alastair Dant*

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, April 25th**

*Instructor: Chris Schodt*

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, April 26th**

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

**#18 Thursday, April 27th**

*Instructor: Chris Schodt*

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

*Course material and instructors are subject to change.*