UC Berkeley GRADUATE SCHOOL OF JOURNALISM | ADVANCED MEDIA INSTITUTE

DIGITAL MEDIA SKILLS CERTIFICATE COURSE

Fall 2016

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.

Course material and instructors are subject to change. ***All course sessions and optional labs are held from 6-9pm unless otherwise noted.***

WEEK 1: PHOTOGRAPHY

Tuesday, September 20th

Instructors: Chris Schodt, Kim Komenich

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. **Kim Komenich** will kick off this session with a presentation on the elements of engaging photographs. **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, September 22nd

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: AUDIO

Tuesday, September 27th

Instructor: Ben Manilla

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.

Thursday, September 29th
Instructor: Ben Manilla
Topic: Practice with audio equipment and learn to record audio through an app on your phone. Learn the best techniques for recording narration.

WEEK 3: AUDIO (CONTINUED) & VIDEO INTRODUCTION

Tuesday, October 4th
Instructor: Ben Manilla
Topic: Learn Adobe Audition and practice combining recorded audio and narration.

Wednesday, October 5th
Optional Lab: Wrapping up the podcast
Support in pulling together a 45 second to 1 minute podcast

Thursday, October 6th
6-9pm
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 some sample footage.

WEEK 4: VIDEO EQUIPMENT AND INTERVIEWING

Tuesday, October 11th
Instructor: Kim Komenich
Topic: Familiarize yourself with video and photography gear and learn best practices for interviews. Discuss what makes for good and bad audio and how to effectively frame your shot.

Thursday, October 13th
Instructor: Chris Schodt
Topic: Do a practice interview and learn to import your footage into Premiere. Work hands-on with the equipment in small groups.

WEEK 5: PHOTOSHOP & DESIGN - SHOOTING WEEK (RENT EQUIPMENT)

Tuesday, October 18th

Instructor: 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.

Wednesday, October 19th

Optional Lab: Time to work on editing your projects

Thursday, October 20th

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

Tuesday, October 25th

Instructor: Chris Schodt

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

Wednesday, October 26th

Optional Lab: Time to work on designing and adding content to your page.

Thursday, October 27th

Instructor: Chris Schodt

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

WEEK 7: INTRO TO WEB DESIGN

Tuesday, November 1st

Instructor: Jeremy Rue (@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, November 2nd

Optional Lab: Time to work on designing and adding content to your page.

Thursday, November 3rd
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

Tuesday, November 8th
Instructor: Jaeah Lee
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, November 9th
Optional Lab: Time to work on finding clean data to use in visualizations

Thursday, November 10th
Instructor: Jeremy Rue
Topic: Learn Bootstrap, a front-end system that uses CSS classes to simplify a number of web challenges.

WEEK 9: DATA & FINAL PROJECTS

Tuesday, November 15th
Instructor: 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, November 16th
Optional Lab: Time to get instructor help finishing your final portfolio.

Thursday, November 17th
Instructor: Chris Schodt
Topic: Join your classmates at a cocktail party with live showing of capstone project presentations.