

Berkeley
GRADUATE SCHOOL OF JOURNALISM

ADVANCED
MEDIA
INSTITUTE

MULTIMEDIA STORYTELLING INSTITUTE

PROGRAM INFORMATION

WHEN

JULY 13 – 24, 2020

WHERE

UC BERKELEY, BERKELEY CA

OVERVIEW

Hello and welcome to the Berkeley Advanced Media Institute's Multimedia Storytelling Institute (MSI).

This course brings together instructors and faculty from the Graduate School of Journalism and industry experts to provide you with the skills that are currently essential to producing digital media content across multiple digital platforms.

COURSE OBJECTIVE

By the end of the 2-week course, you should be able to:

- Produce a professionally filmed and edited video.
- Apply best practices to shoot and edit compelling photos.
- Record, edit, and produce a professional audio file.
- Produce data visualizations from raw data sets.
- Apply user interface and design principles to create content for the web or mobile.
- Apply audience engagement strategies.

THE FRAMEWORK

Digital media content development is about much more than clicks. When produced properly, it increases engagement and enhances the brand. Content is king.

This course meets daily Monday-Friday from 9 a.m. – 4:30 p.m. in North Gate Hall on the UC Berkeley campus. It is a hands-on, skills based course focusing on techniques for producing digital media content. It is ideal for content creators, marketers, journalists, editors, designers, and those looking to change careers or to improve their skills for a job upgrade.

PORTFOLIO PROJECT

For the portfolio project you will produce and publish the following content:

- 4-6 images that demonstrate photo techniques.
- 3-5 minute video with interview, b-roll and music.
- 1-2 minute podcast with interview, ambient sound, music and narration.
- A data visualization of a chart or graph, and map, using two different data sets.

Portfolio must demonstrate good design sense and user interface.

The portfolio project will be shown at the showcase (the last class of the course). You will present your project to the group and receive feedback from the instructor and classmates.

COURSE SYLLABUS

The two-week workshop is focused on the differences and similarities of storytelling in video and audio with a strong emphasis on techniques for filming, collecting audio, and interviewing. You'll work hands-on with video and audio editing software to learn how the story is developed in the editing process. Plus, you'll be filming and recording for your own video and audio project.

We'll also learn from experts using digital content to build audience engagement. Plus, you'll be creating data visualizations from the bottom up with raw data sets. Throughout the workshop you will refine assets for your portfolio, further expanding your knowledge of key skills.

COURSE SYLLABUS (CONT'D)

• Monday, July 13 •

Introduction & Workshop Overview
Video Storytelling Narrative
Interviewing, Framing & Lighting Techniques
Video/Audio Equipment Demonstration

• Tuesday, July 14 •

Video Editing with Adobe Premiere
On-site Field Assignment (Filming Video &
Photography)

• Wednesday, July 15 •

Sourcing Archival Footage & Incorporating
Music
Editing Video Projects with Support

• Thursday, July 16 •

Advanced Video Editing Techniques with
Adobe Premiere
Finalizing Video Projects

• Friday, July 17 •

Introduction to Photography
Composition, Lighting & Exposure
Introduction to Adobe Photoshop

• Monday, July 20 •

Introduction to Podcasting
Writing for Audio & Narration
Interviewing Techniques
Introduction to Adobe Audition

• Tuesday, July 21 •

On-site Field Assignment (Recording a
Podcast)
Writing Scripts & Recording Narration
Podcast Assembly, Uploading & Distribution
Industry Overview & Podcast Promotion

• Wednesday, July 22 •

Best Practices In Designing with Data
Using Data to Build Charts, Graphs & Maps

• Thursday, July 23 •

Visual Design
Publishing Platforms

• Friday, July 24 •

Audience Engagement Strategies
Final Portfolio Showcase

** Course structure subject to change*

CONTACT INFO

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**"CHALLENGING YET
ENJOYABLE PROGRAM! I
CAN'T WAIT TO APPLY
WHAT I HAVE LEARNED
HERE AT WORK."**

- Ethan A.