

# MULTIMEDIA STORYTELLING INSTITUTE

## PROGRAM INFORMATION

### WHEN

JULY 15 - 26, 2019

### 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 15 •

Introduction & Workshop Overview  
Video Storytelling Narrative  
Interviewing, Framing & Lighting Techniques  
Photography

### • Tuesday, July 16 •

Video Editing with Adobe Premiere  
Photography & Editing with Adobe  
Photoshop

### • Wednesday, July 17 •

On-site Field Assignment (Filming Video &  
Photography)  
Sourcing Archival Footage & Incorporating  
Music

### • Thursday, July 18 •

Advanced Video Editing Techniques with  
Adobe Premiere

### • Friday, July 19 •

Basic Principles of Data Visualisation  
Applying Tools to Building Charts & Graphs

### • Monday, July 22 •

Applying Tools to Building Maps  
Designing for Visual Engagement

### • Tuesday, July 23 •

Podcasting & Audio Recording Equipment  
Writing for Audio and Narration

### • Wednesday, July 24 •

On-site Field Assignment (Recording a  
Podcast)  
Podcast Editing with Adobe Audition

### • Thursday, July 25 •

Audience Engagement Strategies  
Portfolio Assembly

### • Friday, July 26 •

Future of Digital Content  
Final Portfolio Showcase

\* Course syllabus is subject to change

## CONTACT INFO

Alexandre Bui  
Event Specialist

- Phone: 510.642.3892
- Email: alexandre.bui@berkeley.edu

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

- Ethan A.