

Multimedia Storytelling Institute

July 15-26, 2019

UC Berkeley
GRADUATE SCHOOL OF JOURNALISM

ADVANCED
MEDIA
INSTITUTE

Monday, July 15	
8:45 – 9:00	Coffee & Check-in
9:00 – 9:30	Introduction & Workshop Overview
9:30 – 12:00	Video Storytelling Narrative
12:00 – 13:00	Networking Catered Lunch
13:00 – 14:15	Interviewing, Framing, & Lighting Techniques
14:15 – 16:30	Hands-on Equipment Practice with Interview
Tuesday, July 16	
9:00 – 12:00	Video Editing with Adobe Premiere
12:00 – 13:00	Networking Catered Lunch
13:00 – 16:30	Photography & Editing with Adobe Photoshop
Wednesday, July 17	
9:00 – 12:00	On-site Field Assignment Filming Video & Photography
12:00 – 13:00	Networking Catered Lunch
13:00 – 16:30	Sourcing Archival Footage & Incorporating Music
Thursday, July 18	
9:00 – 12:00	Project Editing
12:00 – 13:00	Networking Catered Lunch
13:00 – 15:00	Advanced Video Editing with Adobe Premiere
15:00 – 16:30	Project Editing with Advanced Editing Techniques

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Friday, July 19

9:00 – 12:00 Basic Principles of Data Visualization

12:00 – 13:00 Networking

13:00 – 16:30 Applying Tools to Building Charts & Graphs

Monday, July 22

9:00 – 12:00 Applying Tools to Building Maps

12:00 – 13:00 Networking Catered Lunch

13:00 – 16:30 Designing for Visual Engagement

Tuesday, July 23

9:00 – 12:00 Podcasting & Audio Recording Equipment

12:00 – 13:00 Networking Catered Lunch

13:00 – 16:30 Writing for Audio and Narration

Wednesday, July 24

9:00 – 12:00 On-site Field Assignment Recording a Podcast

12:00 – 13:00 Networking Catered Lunch

13:00 – 16:30 Podcast Editing

Thursday, July 25

9:00 – 12:00 Audience Engagement Strategies

12:00 – 13:00 Networking Catered Lunch

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13:00 – 16:30	Portfolio Assembly
Friday, July 26	
9:00 – 12:00	Future of Digital Content
12:00 – 13:00	Networking Catered Lunch
13:00 – 16:30	Final Portfolio Showcase

** Agenda and instructors are subject to change.*