PODCAST BOOTCAMP

PROGRAM INFORMATION

WHEN
MARCH 4 - APRIL 17, 2019

WHERE
UC BERKELEY, BERKELEY CA

OVERVIEW

Hello and welcome to the Berkeley Advanced Media Institute's Podcast Bootcamp.

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 Podcast content.

COURSE OBJECTIVE

By the end of the 7-week course, you should be able to:

- Understand and apply the skills necessary to produce a podcast series and a pilot episode.
- Be experienced in elements of audio production, editing, & story development, plus pitching, marketing and launch strategies.

THE FRAMEWORK

Podcasting content development is much more complex than making a recording on your smartphone. When produced properly, podcasting is engaging and entices and immerses the listeners.

This course meets two times per week on Monday & Wednesday evenings from 6-9 p.m. in North Gate Hall on the UC Berkeley campus. Optional staffed labs are also included. This is a hands-on, skills based course focusing on techniques for producing a Podcast. 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.

COURSE SYLLABUS

The first part of the course is focused on the differences and similarities of podcast genres with a strong emphasis on audio techniques for collecting various types of audio, voicing (with an accomplished voice coach), story and character development, and interviewing. You'll work hands-on with audio editing software to learn how the story is developed in the editing process. Plus, you'll be recording for your own audio project.

In the later part of the course, we turn to script writing for audio, sound design pitching and marketing of your podcast. You will continue to develop and refine your podcast, further expanding your knowledge of key skills.

· Week 1 ·
Podcast genres and formats
Developing the story idea

· Week 2 ·
Audio recorders & quality audio
Interviewing techniques & pre-production planning

· Week 3 ·
Creating a rich narrative
Audio editing with Adobe Audition

· Week 4 ·
Workflow & narrative organization
Writing for audio

· Week 5 ·
Scoring & sound design
Advanced audio editing

· Week 6 ·
Voicing & narration
Pitching

· Week 7 ·
Marketing & launch strategies
Final presentations

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PRE-WORK

Some sessions will include pre-work assignments. These assignments are designed to prepare you for the in-class session and are generally basic foundational exercises.

HOMEWORK

Homework assignments are designed for you to apply concepts and skills you'll learn in class. Several of the assignments are directly related to producing content required for your final project. This is to assure you are making progress throughout the course. Be prepared for 1 to 3 hours of homework per week.

LABS

Optional Tuesday night labs are scheduled throughout the course and staffed by experts in audio & podcast production. This is a great opportunity to get one-on-one support with your projects and extra tips.

FINAL PROJECT

For the final project you will produce a polished 5 minute "pilot" OR "teaser" (a promo teasing the whole series, with clips from future episodes) podcast.

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

CONTACT INFO

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