Video Storytelling Workshop Agenda
March 26-29, 2018

UC Berkeley GRADUATE SCHOOL OF JOURNALISM | ADVANCED MEDIA INSTITUTE

Monday, March 26	Instructor: **Madeline Bair**
8:45 a.m. – 9 a.m. 9 a.m. – 9:30 a.m. 9:30 a.m. – 12 p.m.	Coffee & Check-in Introductions Choosing the right medium for the story & video styles Deconstructing the video to understand the narrative arc and shot sequence Shooting interviews & b-roll
12 p.m. – 1p.m.	Networking Catered Lunch
1 p.m. – 5 p.m.	Learning to storyboard to develop the narrative of the video Techniques for interviewing, framing, lighting, and collecting quality audio Hands-on practice interviewing with video equipment

Tuesday, March 27	Instructor: **Chris Schodt**
9 a.m. – 11:30 a.m. 11:30 a.m. – 12 p.m.	Introduction to Adobe Premiere Pro Hands-on practice developing the narrative of the story in the edit Teams research field assignments
12 p.m. – 1 p.m.	Networking Catered Lunch
1 p.m. – 5 p.m.	Teams go on-site to shoot live video interviews and b-roll

Wednesday, March 28	Instructors: **Chris Schodt & Lacy Roberts**
9 a.m. – 12 p.m.	Learn scripting and audio narration for video Hands-on recording of a narration using Zoom or smartphone
12 p.m. – 1 p.m.	Networking Catered Lunch
1 p.m. – 5 p.m.	Guided editing

Thursday, March 29	Instructor: **Chris Schodt**
9 a.m. – 12 p.m.	Continue with guided editing. Hands-on practice adding advanced techniques in editing
12 p.m. – 1 p.m.	Networking Catered Lunch
1 p.m. – 5 p.m.	Complete final edit and export video Showcase of participants videos Evaluations & Certificates

We encourage sharing. #videostorytelling
Berkeley Advanced Media Institute
advancedmedia@journalism.berkeley.edu