Visual Storytelling Workshop
June 13-17, 2016

MONDAY, JUNE 13, 2016 - Instructor: Shaleece Haas

Morning 9:00 am – 12:00 pm
• How to choose the best visual for telling stories on the web and on social media platforms
• Techniques for developing the narrative of the story in video and with photos
• How to choose the right visual medium for the story
• Learn to create a storyboard for high visual impact

Networking Lunch 12:00 pm – 1:00 pm

Afternoon 1:00 pm – 5:00 pm
• Practice hands-on with a professional video camera & photo equipment
• Learn the best practices for shooting video including:
  how to prepare for an interview and how to interview
• How to produce quality audio in any situation
• How to shoot quality photos

TUESDAY, JUNE 14, 2016 - Instructor: Shaleece Hass

Morning 9:00 am – 12:00 pm
• Learn to edit hands-on with Adobe Premiere
• Get insights into industry secrets for creating engagement with videos
• Best practices for developing the narrative of the story in the editing room
• How to establish a workflow with editing techniques to streamline the process

Network Lunch 12:00 pm – 1:00 pm

Afternoon 1:00 pm – 5:00 pm
• On-site video and photo team assignments with live interviews
• Hands-on tutorial on uploading video and photo assets to Adobe Premiere for story editing process

WEDNESDAY, JUNE 15, 2016 - Instructor: Chris Schodt

Morning 9:00 am – 12:00 pm
• Work with video and photo assets to develop the story in a guided editing lab
• Learn editing techniques using Photoshop with tips on workflow
Networking Lunch 12:00 am – 1:00 pm

Afternoon 1:00 pm – 5:00 pm
• Guided editing lab
• Hands-on creating audio slideshows with tools for creating creative images
• Advanced editing techniques for video and photo assets

THURSDAY, JUNE 16, 2016  – Instructor: Chris Schodt

Morning 9:00 am – 12:00 pm
• Why use data as visual content
• Best graphic design practices when creating data visualizations
• Hands-on with easy to use tools for generating engaging story charts and graphs with your data
• Examples of data used in videos or to enhance a story, plus using data on social media

Networking Lunch 12:00 pm – 1:00 pm

Afternoon 1:00 pm – 5:00 pm
• More on creating static and interactive maps
• Apply a data visualization to your story with instruction on how to embed this into your video or photo slideshow

FRIDAY, JUNE 17, 2016  - Instructor: Shaleece Haas

Morning 9:00 am – 12:00 pm
• Guided editing lab: complete editing and put on finishing touches

Networking Lunch 12:00 pm – 1:00 pm

Afternoon 1:00 pm – 5:00 pm
• How to export videos or photo slideshows to social networks or web
• Uploading exercise directly to Facebook, to YouTube, and why doing both is recommended
• Best practices for SEO with videos on YouTube
• Showcase participants’ presentations

We encourage sharing. Hashtag #visualstorytelling