

Visual Storytelling Workshop

Instructors: Jake Nicol, Lacy Roberts, Chris Schodt

DAY 1 - INSTRUCTOR: JAKE NICOL

MORNING - 9:00am - 12:30pm

- When to choose video as a storytelling medium
- Deconstruct different video styles
- Learn the difference between b-roll & interview
- Composing your shot - when to go wide vs. close up
- Using the narrative arc to grab attention and create surprise

LUNCH - 12:30 - 1:30PM

AFTERNOON - 1:30pm - 5:00pm

- Learn to create a storyboard for high visual impact
- Best practices for shooting video, including:
 - How to prepare for an interview & how to interview
 - How to produce quality audio in any situation
 - How to shoot quality photos
- Hands-on practice with professional video & photo equipment

DAY 2 - INSTRUCTOR: CHRIS SCHODT

MORNING - 9:00am - 12:00pm

- Learn to edit hands-on with Adobe Premiere
- Get insights into industry secrets for creating engagement with videos
- Establishing your workflow and techniques to streamline the editing process
- Best practices for developing the narrative of the story in the editing room

LUNCH - 12:00pm - 1:00pm

AFTERNOON - 1:00pm - 5:00pm

- On-site video & photo team assignments with live interviews
- Hands-on tutorial on uploading video and photo assets to Adobe Premiere

DAY 3 - INSTRUCTOR: CHRIS SCHODT

MORNING - 9:00am - 12:00pm

- Work with video & photo assets to develop the story in a guided editing lab

LUNCH - 12:00pm - 1:00pm

AFTERNOON - 1:00pm - 5:00pm

- Learn Photoshop editing techniques with tips on workflow
- Guided editing lab - *continued*

DAY 4 - INSTRUCTORS: LACY ROBERTS & CHRIS SCHODT

MORNING - 9:00am - 12:00pm

- Work hands-on to develop a script for your story
- Tips on professional narration and audio recording
- Guided editing lab as you incorporate your narration

LUNCH - 12:00pm - 1:00pm

AFTERNOON - 1:00pm - 5:00pm

- Complete editing and put on finishing touches
- How to export videos or photo slideshows to social networks or web
- Uploading exercise directly to Facebook & YouTube, and why doing both is recommended
- Best practices for SEO with videos on YouTube
- Showcase participants' presentations

We encourage sharing.

#VisualStorytelling

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