

Visual Storytelling Workshop

January 9-13, 2017

MONDAY, JANUARY 9, 2017 – Instructor: Shaleece Haas

Morning - 9:00am – 12:00pm

- How to choose the best visual for telling stories on the web and on social media platforms
- How to choose the right visual medium for the story
- Learn to create a storyboard for high visual impact

Networking Lunch – 12:00pm – 1:00pm

Afternoon – 1:00pm – 5:00pm

- 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, JANUARY 10, 2017 – Instructor: Shaleece Haas

Morning – 9:00am – 12:00pm

- 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

Networking Lunch – 12:00pm – 1:00pm

Afternoon – 1:00pm – 5:00pm

- 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, JANUARY 11, 2017 – Instructor: Shaleece Haas

Morning – 9:00am – 12:00pm

- 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 – 12:00pm – 1:00pm

Afternoon – 1:00pm – 5:00pm

- Guided editing lab
- Hands-on creating audio slideshows with tools for producing creative images
- Advanced editing techniques for video and photo assets

THURSDAY, JANUARY 12, 2017 – Instructor: Chris Schodt

Morning – 9:00am – 12:00pm

- 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 – 12:00pm – 1:00pm

Afternoon – 1:00pm – 5:00pm

- 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, JANUARY 13, 2017 – Instructor: Chris Schodt

Morning – 9:00am – 12:00pm

- Guided editing lab: complete editing and put on finishing touches

Networking Lunch – 12:00pm – 1:00pm

Afternoon – 1:00pm – 5:00pm

- 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. **#VisualStorytelling**
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