

Multimedia Communication

MCL 299 CRN 7421 | 6–9 p.m. July 11 and 9 a.m.–4 p.m. July 12 | Summer 2014 | Meredith 125

Instructor: Chris Snider **Office:** Meredith 122 **Phone:** 271–4594 (office) **E-mail:** chris.snider@drake.edu **Twitter:** @chrissnider

■ Introduction: About the class

What you will learn in the next 24 hours:

- Techniques for composing better photographs
- How to edit photos in Photoshop (and using free online alternatives)
- Basics of setting up and completing a simple video shoot
- How to tell stories using video
- How to edit video on your computer, phone or tablet

■ Schedule

Friday

6 p.m.	Introductions / hand in pre-class assignment
6:30 p.m.	Taking great photos
7:30 p.m.	Video basics

Saturday

9 a.m.	At an event shooting video and taking photos (Farmer's Market, Zoo Adventure Days, LHF Ioway Culture Days, Color Run)
11:30	Return to campus/grab lunch
Noon	How to edit in Photoshop
1 p.m.	How to edit in iMovie
2 p.m.	Work time
4 p.m.	We leave

■ Assignments

Video/photo assignment (Groups of four; due at 3:30 p.m. Saturday)

Shoot and edit a one- to two-minute video telling a story about an event or a business. Your video should include an interview with one or more people related to the story and B-roll footage that supports your interviews.

Focus on the following items we talked about in class:

- Wide, medium and close-up shots
- No camera movement (use a tripod or steady surface for all shots)
- Telling a story

Shoot and edit 8–12 photos that tell the story about the same event or business. You should focus on the rules of composition that we talked about in class (rule of thirds, foreground/background, framing, leading lines, juxtaposition).

Put the photos together in a Word document (or other format if you wish) that includes caption info that tells a story from the first image to the last.

Post-class assignment (email to chris.snider@drake.edu by 5 p.m. July 18)

Write a proposal for how your company or organization could use video to better tell its story, citing info from the book and from online research. Give at least four examples of videos the company could create.

This should be one page single-spaced. Write it as if you're sending it to the person at your organization who can make this happen.