

CuriousWorks Workshops and Training

CWEP-001 NewMedia Production and Publishing

Course Staff

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Trainers: Elias Nohra, Peter Cossey, Shakthidharan Sivanathan

Course Information

a) Teaching Times and Locations:

Workshop: CWEP-001

Workshops will take place at Level 4, 11 Randle St, Surry Hills, NSW 2010

b) Contact hours per week: 4*

*Please note that the expectation of time in this course is more than contact hours. There might be an additional 2 hours/week outside of the course times required for homework exercises.

c) Course Aims

New Media Production and Publishing provides an introduction to producing and publishing multimedia content online. The course will investigate strategies and production techniques for creating content that is relevant to the documentation, promotion and communication of non-profit and arts organisations' activities. It covers basic digital video production, digital photography, publishing multimedia content on the internet and online communications strategies.

d) Relationship to other courses

This course is related to CWEP-002 Advanced Multimedia Production.

e) Participant learning outcomes

On completing the course you should be able to:

- Shoot, edit and publish your own videos and photos
- Use free online services to host your multimedia content
- Organise and publish multimedia content on your own website
- Use broader social media tools to effectively market and promote your organisation

f) Attributes Developed in this Course

By participating in this course you will be able to develop:

- The ability to use new technologies to enhance communication in a range of ways by gaining an understanding of the nature of the web and digital multimedia.
- Competency in technologies appropriate to digital media practice.
- Openness to ideas and experiences, and a heightened understanding of your own creative potential, and ways of exploring and applying it.

g) Approach to learning and teaching

Our approach to teaching this course is to make it as practical as possible, drawing on real world case studies and completing exercises that are relevant to existing projects. Trainers will demonstrate how to look up resources on the web, solve problems through trial and error, and seek assistance from external sources. Questions in workshops are very much encouraged and parts of the training will be interactive. Participants will be encouraged to co-operate and some exercises will be completed in groups.

Assessment

Each week of the course will have a separate assessment that will be presented to the workshop group and trainers at the end of the course.

Detailed assessment criteria will be included in the briefing documents, but usually you will be assessed on the following criteria:

1. Technical competence
2. Visual and aesthetic execution

Course Schedule

Workshop 1

Introduction to Digital Photography and Digital Video

Tutor Elias Nohra

Workshop length: 4 hours

Material

- * Digital photography
- * Organising photos using iPhoto and Picassa
- * Using online services to publish photos
- * 20-Minute Film School
- * Preparing video for post-production
- * Abstract video exercise
- * Interview video exercise

Online Learning Resources

To start:

<http://www.flickr.com/tour/>

<http://www.allaroundyou.net/page/20-minute-film-school>

<http://www.allaroundyou.net/page/conducting-an-interview>

<http://www.mediacollege.com/>

Workshop 2

Digital Multimedia Production

Tutor Elias Nohra

Workshop length: 4 hours

Material

- * Introduction to digital video editing
- * Producing a video using titles, sound, photos and video
- * Exporting video for multiple outputs
- * Using online services to publish video

Workshop 3

Introduction to online publishing

Tutor Peter Cossey or Shakthidharan Sivanathan

Workshop length: 4 hours

Material

- * Information architecture
- * Static and Dynamic content
- * Introduction to Wordpress
- * Setting up Wordpress
- * Publishing static and dynamic content using Wordpress
- * Publishing multimedia on your website

Online Learning Resources

To start:

<http://www.wordpress.com>

<http://www.allaroundyou.net>

<http://www.flickr.com>

<http://www.youtube.com>

<http://www.soundcloud.com>

Workshop 4

Social Media Strategy for Your Organisation

Tutor

Peter Cossey or Shakthidharan Sivanathan

Workshop length: 4 hours

Material

- * Introduction to Google Apps
- * Introduction to Social Media tools
- * Social Media Strategy
- * Email marketing using Wordpress and Feedburner
- * Project Management using Google Apps