



digital media

Introducing Interactive Television

Course Description:

This course gives an overview of the digital multi-channel environment, the platforms and technologies being used and the range of interactive programmes and services currently available. The day will be a mix of discussion, viewing and creative exercises.

Who it's for:

This course is suitable for anyone who needs a basic understanding of Interactive Television. Staff working in Television Production, or other production areas who will be working in Interactive Television. This course is also suitable for those who want to raise their awareness of Interactive Television Production.

By the end of this course, delegates will have gained a comprehensive introduction to Interactive Television, the digital television platforms and the issues involved in producing Interactive Television. Delegates will understand the commissioning route, and the ways in which interactive television programmes are funded. Delegates will also understand the BBC application development process, how this impacts on production schedules and the templates that are available to programme-makers.

Course Outline:

Delegates will see a range of interactive television services, and gain hands-on experience using services across the different digital television platforms. The course examines the following topics:

- Digital Switchover. The course covers the main ways of receiving digital television: digital cable, digital satellite, and digital terrestrial TV, and their different characteristics – delegates will have the opportunity to see examples of these services and how they work
- Delegates will experience a large selection of iTV applications, from all the programme making divisions. The course defines the difference between 24/7 and eTV
- Design, navigation and usability issues
- Designing usable interfaces for viewers is key to the interactive production process
- Discover the common stumbling blocks for iTV, and ways you can avoid them

- The iTV production process (including BBC eTV formats). The course discusses the QA (Quality Assurance) process, platform testing and the BBC's production tools: MOSS and ModCon
- Audience Research. Central to all interactive projects is audience focus. The course examines who is using interactive television, when they are using it, and what types of enhancements have been successful
- Idea development. Delegates will brainstorm adding interactivity to existing programmes, using existing commissioning paperwork to guide them through the process

Course Duration: 1 Day

Course Provider:



Also applicable to:

Production & Design for Interactive Television

Course Description:

Interactive Television (iTV) has started to blur the barriers between traditional television graphic design, and interaction design for the web and other new media platforms. The challenge of designing motion graphics, using rich video sources combined with image production for highly limiting set-top box middleware means that designers wanting to embark on an Interactive Television project need highly specialised knowledge. This course examines the current iTV design processes, and is taught by current expert practitioners.

By the end of this course, delegates will be able to produce graphics that are ready for deployment on the different digital platforms. They will have an extensive knowledge of the iTV development and testing processes, and how to brainstorm and map out an interactive application. They will understand the constraints of the different middlewares, and realise the potential use of graphic or video content to power interactivity.

Who it's for:

This course is suitable for anyone who needs to work in interactive television. Designers currently working in linear television or online, or project managers who are beginning to work on Interactive Television projects.

Course Outline:

The two-day course introduces delegates to the interactive television production process, allowing hands-on experience. Delegates will be given the opportunity to explore the use of navigation via remote controls and service maps, and creatively brainstorm enhancements to programmes. The course will cover:

- Characteristics and capabilities of the digital TV platforms and how we launch our services
- Application review. Use interactive TV applications and development prototypes. Understand the differences between 24/7 and eTV productions
- Middleware and palettes. The different capabilities of the middlewares, the constraints across the three platforms and their differing palettes, image formats and requirements



- Navigation. Understand the rules of navigation and how to design for the remote control
- The iTV production process (including eTV formats and ModCons)
- The impact of application design on brand, set and graphic design
- QA (Quality Assurance) and platform testing
- Production roles and responsibilities. How the different groups within interactive television work together to get services to air
- Understand the commissioning process, and key considerations for interactive proposals
- Producing Graphics and Press Red Triggers. Course members will gain hands on experience using Photoshop and Debabelizer to produce and test graphics on the iTV development chain. They will produce 'press red' triggers and ModCon bridge graphics

Course Duration: 2 Days

Course Provider:



Multimedia Journalism

Course Description:

This course looks at ways journalists can repurpose their reporting for use in new media. It looks at how different audiences are developing as new technologies open up fresh platforms for sharing news and views. Many newspapers now require their staff to do more than write for traditional print and conventional deadlines; they must also provide updates for the company's news website and produce regular blogs. Some are asked to produce video reports to complement their coverage. Celebrities, politicians and companies are increasingly turning to social networking sites such as Facebook – originally seen as just a portal for young people to share news with friends – to promote themselves and journalists are having to learn to find their way round these networks in order to gather information. In addition, the mobile phone is now having an impact on how news is gathered and delivered. The training shows the different skills required and provides practical exercises to help reporters deliver coverage confidently, whatever the medium.

Who it's for:

Journalists whose media organisations are developing multimedia output and who need to gain new skills to meet changing newsroom platforms and dynamics.

Course Outline:

- New media opportunities with focus on developments in delegates' own newsrooms
- A look at the different types of multimedia and the skills required to report effectively for them
- Ways in which the internet and other new media can help journalists gather information
- Reworking a traditional print news report into different multimedia outputs
- Practical exercises in writing for websites and for mobile output; how to compile a video or audio report, present to camera and conduct a television interview
- Basic multimedia editing techniques. What works and what doesn't.
- Sourcing pitfalls and copyright issues
- Reporting to a moving deadline and maintaining accuracy
- Starting a blog

Course Duration: 5 days



Writing for the Web

Course Description:

Stories written for print use don't always translate easily to the screen. Online readers appreciate less "busy" pages that provide clear and straightforward information and easy-to-find links to greater detail or related material where appropriate. There are also accessibility issues, for users with eyesight impairment for example. This course shares tips and techniques for producing stories that work well on screen and provides a basic introduction to some of the technical aspects of maintaining a website.

Who it's for:

Journalists who need to produce content for online use.

Course Duration: 2 days



Web Research Skills for Journalists

Course Description:

This course explores how the internet can make it ever easier for journalists to research the background to their stories. But it also looks at the pitfalls and shows how to find out who is really behind a website, whether an online source can be trusted, and ways in which hard-to-find detail can be uncovered. It also addresses copyright issues – and the new ways people are sharing their news and views.

Who it's for:

Journalists seeking tips on how to use the internet to gather information.

Course Duration: 2 days



Mobile Journalism

Course Description:

The mobile phone has become a favourite technology worldwide. This course uses a special model to help delegates identify opportunities to create mobile multimedia journalism. During the workshop they will gain skills needed to devise media which will make news and will be able to debate and raise the profile of key issues important to their audience. Delegates will be encouraged to build a personal action plan for post-course use.

Who it's for:

Journalists wanting to explore the opportunities offered by the mobile phone for newsgathering and news transmission.

Course Outline:

- Multimedia production values
- Research
- Using words and pictures
- Focusing the story
- Structure
- Using a storyboard
- Phone camera exercise
- The power of pictures
- How the eye sees
- Basic visual grammar
- The video toolbox
- Sound
- Screening of "Camerawork"
- Screening of different uses of images in multimedia
- Future trends
- Micro blogging
- Twitter
- Citizen journalism
- Blogging and Vlogging
- Writing to pictures
- Writing for the ear
- Language, clarity, and brevity
- Practical creativity techniques
- Individual newsgathering and delivery exercises
- Building an audience
- Ethics and Credibility

Course Duration: 5 days



Course Provider:



Course Provider:



New Media Specialist Workshops

News2web

Course Duration: 1 day

Course Description: What does it mean and what does it entail?

Blogs and new writing forms

Course Duration: 1 day

Course Description: What are blogs and vlogs and why might we start one?

Convergence

Course Duration: 1 day

Course Description: Understanding the pros and cons of convergence

Using latest news technology

Course Duration: 2 days

Course Description: What's available now or on the horizon and how does it help journalists

Course Provider:



Also applicable to:

Video Journalism

Course Description:

The course is designed for all practising journalists who would like to further develop their storytelling, camera and editing skills. It is anticipated that the course will build on their technical interest and raise the confidence of all the delegates.

Who it's for:

- Practising journalists who have the basic skills of camera operation and also have basic desktop editing skills.

Course Outline:

- Storytelling
- Looking at examples of different styles of VJ work
- Brainstorming ideas
- Filming skills
- Camera movements
- Camera angles
- Depth of field and using it
- White balance
- Working on location – the different types of problems and experiences
- Getting the best from your Menu settings
- Hard disc versus tape recording – P2, Firestore, Sony Drives
- Useful tips and techniques
- Editing skills
- Timeline management
- Effects
- Titles and captions
- Colour correction
- Advanced audio editing
- Exporting to tape and DVD

Course Duration: 5 days



An Introduction to New Media

Course Description:

The digital age has changed our relationship with news and information. The development of the web and other multi-media platforms, user-generated content, citizens' journalism, blogging and other forms of new media mean that traditional journalistic skills are no longer enough. This course teaches a range of new techniques, from writing for new media and creating attractive web content to capturing and editing images and video and video streaming, as well as capturing and editing audio and podcasting.

Who it's for:

This course is for journalists who would like to acquire the basic skills required to begin providing digital content for a variety of multi-media outlets

Course Outline:

- An introduction to the digital age and the impact of new media
- Citizens' journalism
- Writing for new media
- Hyperlinking
- Creating credible, attractive web content
- Blogs and blogging
- Creating and maintaining a website
- Boosting website traffic
- Capturing and editing images and video
- Video streaming
- Capturing and editing audio
- Podcasting

Course Duration: 5 days

Multi-Media Production Skills

Course Description:

Central to the course is understanding the new vocabulary of multi-media and the new applications that come with it. Using existing video and audio production techniques, adapting writing for online and upgrading technical know-how, delegates would learn about blogging, vodcasts, podcasts, SMS messaging, RSS feeds, digital narratives, videostreaming and mobile journalism.

Who it's for:

- Broadcast or print journalists who want to expand their knowledge and understanding of new media applications, so as to be able to work online
- Producers and newspaper editors who are now working with user-generated content and videojournalism reports
- PR and marketing professionals needing a skills update
- Individuals wanting to work as bloggers, citizen journalists or videojournalists providing online content

Course Outline:

Teaching will combine talks, discussions, workshops and practical exercises. Emphasis will be on understanding these communication skills using examples and hands-on demonstrations, plus practical sessions.

- Definitions of new media
- The broadband revolution – how Web 2.0 changed journalism and allowed for online interactivity
- Understanding the different techniques and their applications
- Audio and video production skills applied to making podcasts and vodcasts
- Blogging and online journalism
- The rise of the citizen journalist and 'user-generated content'
- Mobile journalism and technology: taking photos and video and editing on mobiles; uploading to websites
- Creating digital narratives for storytelling
- SMS messaging, its uses for two-way sending of information
- Videojournalism – solo reporting, writing and shooting video
- Videostreaming on websites
- Ethics, copyright and legal issues
- E-tools for marketing purposes

Course Duration: 5 days

Course Provider:



Writing and Editing for the Web

Course Description:

This course should give existing print and broadcast writers the skills needed to adapt their writing for the web. The focus will be on giving delegates the tools to quickly create crisp, accessible text and also the know-how to post that material directly into the pages of the website. Delegates will be exposed to all the genres of writing and learn how best to present the material to help create attractive, vibrant online content.

Who it's for:

Print, radio and broadcast journalists, writers and producers with existing core writing skills. Also, for PR professionals, website users and designers, and UGC contributors who want to professionalise their material.

Course Outline:

- Compare the differences between web and traditional print in terms of how the content is written
- Look at different content presentation methods
- Produce quick, accurate content that can be updated at speed when required
- Learn the processes that allow writers to edit, sub and post their own copy
- Experiment with different types of web writing – news, blog, comment – and explore how sites deploy these different techniques
- Compare the use of different styles on websites such as The Register, The Huffington Post, The Drudge Report and The Guardian, Washington Post, The Telegraph and Time
- Create pages, develop signature, enhance online reputation and the brand for which they write

Course Duration: 5 days



Also applicable to:

An Introduction to Web 2.0

Course Description:

The read-write web has made it possible for anyone with an internet connection to publish their observations and opinions. Citizen journalists in their millions are contributing to a global conversation in which their professional counterparts have to fight to be heard.

This course is designed to provide the insight and skills necessary for professional journalists to learn how to take advantage of this phenomenon rather than be swamped by it.

Who it's for:

The course is aimed at journalists who want to adapt and future-proof their skills. It will also appeal to business people who want to learn how to make the most of the opportunities afforded by Web 2.0. Basic internet literacy is assumed.

Course Outline:

In a mixture of formal teaching, practical exercises and group discussion, this course will include:

- An introduction to Web 2.0 – a revolution in communication
- User-generated content – putting the power in the hands of the people
- What is news? The Long Tail phenomenon and niche marketing
- Churnalism and the 24 hour news cycle
- How to get onto the web – platforms and equipment
- Writing for the web – text and headlines, finding your voice, search engine optimisation
- Evaluating the competition – a comparison of news websites like www.the national.ae, www.gulfnews.com and Al Jazeera
- How to blog successfully, including a look at some of the best Arab blogs featured on Toot
- Making the most of the medium – adding video, audio, hyperlinks, polls, feeds and other content
- The new syndication – RSS, podcasting, video on demand, mobile media
- Good and bad website design
- Using online communities – Maktoob, iMatter, arabfriendz, facebook, myspace, twitter, flickr, digg, delicious etc.
- Future trends – new economic models – making money from online journalism

Course Duration: 5 days

Managing Convergence

Course Description:

The way the audience consumes content is changing. Mainstream traditional media must find new ways of delivering their core output to multiple outlets/devices to reflect that changing behaviour. Media managers need to serve this new audience need in a way that offers editorial consistency, builds on the brand's core strengths, engages the audience in new ways and opens up new revenue-generation opportunities.

The course will look at the importance of convergence for a single medium organisation's survival, the editorial and content implications of introducing a converged strategy, the technical requirements, the roles and responsibilities of the key players in the content team and the business and revenue-generation opportunities.

Who it's for:

- Senior media managers including CEO-level, editorial heads, IT, business development and sales and marketing.

Course Outline:

Delegates will learn through workshops and discussions:

- All aspects of convergence, including the thinking behind the strategy, workflows, roles and responsibilities
- Looking at the editorial disciplines needed to deliver content to multiple devices and the business benefits
- Content being played out across multiple devices including creating a forward planning strategy to strengthen the converged brand
- Engaging the audience, including using social networking in order to encourage participation and UGC (user-generated content.)

Course Duration: 5 days



Intro to Web Content Creation

Course Description:

This course equips delegates with the basic range of skills needed to develop and maintain a successful organisational website, from writing the copy to designing the 'look' of the site. It also includes an introduction to the complex issue of web marketing, and how to increase site visitors – a subject all those writing for the web need to understand.

Who it's for:

All non-IT professionals responsible for organisational websites who want to improve their existing skills.

Course Outline:

Lectures and exercises from experts in web writing, design and marketing and including:

- Writing effective text for the web – and why it needs a different style to other media
- Writing a synopsis
- Organising information for ease of navigation and usability
- Constructing a full web article, including use of links
- Improving site design and navigability
- Use of photos, audio and video streaming
- Writing to pictures, adding photos and video to text, creating an audio version of a text item
- Discussion on blogs, chat rooms, podcasts, news or views
- A look at enabling technologies
- An introduction to web marketing

Course Duration: 5 days



Course Provider:



An Introduction to Web Graphics

Course Description:

This introductory course develops knowledge of graphic design and the production of artwork for web digital media and television. It explores the wide range of design challenges from brand design, promotion packaging, title creation, motion graphics, web and TV screen furniture and automated tools.

Delegates will investigate the fundamentals of graphic conventions and motion graphics techniques and be set basic exercises and projects to produce a logo design to be integrated into a website home page and produce final artwork using popular Photoshop tools.

Who it's for?

Designers new to web media and any other artist or designer wishing to learn new skills when designing for new media.

Course Outline:

- An introduction to the fundamentals of graphic design for web digital media and television supported by world class examples
- Investigate branding and the importance of the house style in creating a successful station identity – show examples of successful branding and what makes them work
- Learn methods of originating creative concepts/ideas
- Design a logo for a topical website using Arabic or English fonts
- Investigate the various graphic components of constructing a website – and learn how to integrate different screen elements successfully
- Use Photoshop to produce layered graphics elements (for integration with live video)
- Design a layered graphics package in Photoshop using previously designed logo followed by group discussion and critique
- Group Exercise: Discussion and critique of completed coursework
- Deliverable: Record delegates' work on DVD for end of course presentation

Course Duration: 5 days

Advanced Adobe Photoshop for the Web

Course Description:

This Adobe Photoshop course explores the broad range of features available in Photoshop. Course projects are designed to provide step by step tuition of each of the major tool sets. Hands-on workshops enable delegates to experiment with the important techniques and how to apply them more effectively into the finished web screens.

A series of workshops will enable delegates to improve their technical skills in typography, artwork, colour management, image manipulation, digital compositing and using special effects filters.

Who it's for?

Web designers, artists and graphic or media designers wishing to improve their creative and technical skills.

Course Outline:

- An introduction to Photoshop for website design
- Explore examples of successful website design. Discussion and critique
- Understanding graphics conventions for web/television
- Planning and managing a Photoshop project
- Techniques on importing/scanning images
- Making better use of typography (Arabic and English)
- Develop better drawing tools skills
- Using masks and stencils more effectively
- Explore Photoshop layers for website integration
- Design and produce a layered website package in Photoshop followed by group discussion and critique
- Discussion and critique of completed coursework
- Deliverable: Record delegates' work on CD/DVD for end of course presentation

Course Duration: 5 days

Advanced Adobe After Effects for the Web

Course Description:

The course explores a wide range of features available in After Effects and teaches the techniques required to produce superior end results. Specially selected projects are designed to provide step by step tuition of each of the major tool sets and how to combine them more effectively into the finished animated product.

A series of workshops will enable delegates to improve their technical skills in animation, image capture, timing, multi-layering, composing sequences and animated special effects.

Who it's for?

Web designers, animators and graphic or media designers wishing to learn After Effects motion graphics techniques.

Course Outline:

- An introduction to the fundamentals of motion graphics for websites
- Explore examples of successful website animation. Discussion and critique
- Understanding motion conventions for digital media
- How to design motion graphics sequences
- Develop skills in a wide range of flexible tools
- Importing and manipulating images and video
- How typography works in motion
- Scripting for motion elements
- Techniques on integrating multi-layered motion elements
- Using sound with motion graphics
- Design a layered website package in After Effects followed by group discussion and critique
- Group Exercise: Discussion and critique of completed coursework
- Deliverable: Record delegates' work on DVD for end of course presentation

Course Duration: 5 days

Course Provider:



Course Provider:

