



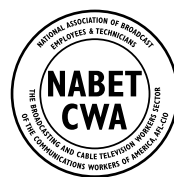
www.cwanett.org

Certificate of Studies

Universal Media and Journalistic Technologies

A CWA/NETT Academy program in partnership with CWA media sectors

In the rapidly and radically changing media industry, a majority of workers say they need more training. From craft skills training and new media technologies the digital age has revolutionized the media world. The speed at which information moves – and the new ways that people consume it – is transforming and the CWA Media Sectors are responding by introducing their members to the CWA/NETT Academy



Accreditation provided by Stanly Community College, Albemarle, North Carolina.

Description

Taken in part or whole course in this certificate are idea for the mass-communications professional who desires to become more skilled and versatile in today's evolving media related technologies. The courses in the program are intended to mirror today's advanced learning environment and are offered on-line and in a blended online-seminar format to meet the various demanding schedules for CWA media Sector members.

Individual Course Descriptions

Basic Digital Photography

You will learn the basic concepts of digital photography. It covers the principles for selecting a digital camera and how to take a good picture composition, lighting, as well as how to transfer the image for a digital camera to a computer. This is an 8 week on-line class.

Digital Editing (Photoshop)

This class is designed as an introduction to the use of Adobe Photoshop CS3. You will learn the fundamental concepts and features of the software. Each lesson provides step-by-step instructions for creating a specific project and hands-on labs allow you to experiment with what you learn in each lesson. This is an 8 week on-line class.

Basic Videography

This course introduces various aspects of basic video production. Students will learn usage, lighting, composition with special focus towards using video in journalism and web uses. Upon completion, students should be able to demonstrate a basic understanding of video camera operation and production techniques. This is an 8 week on-line class.

Digital Video Production and Editing

From capturing video to posting it, this complete hands-on seminar will get you producing quickly. Introduces the basics of video production utilizing a personal camcorder and video editing equipment (AVID). Students study video technologies, basic equipment operation, video composition, basic lighting and audio production, planning, and visual storytelling. Class is offered in a blended on-line and on-site 3 day seminar format. 8 weeks online followed by 3 days on-site. Group of 8 needed in one geographic region for this course.

Web Design (Dreamweaver)

You will explore basic features and functions of Dreamweaver, and create a basic website. The course provides step-by-step instructions for creating a specific project and covers all the techniques needed to build a basic website. As you learn concepts, they can be transferred to create projects of your own design. This is an 8 week on-line class.

Writing for Print

This course is designed for individuals seeking knowledge in writing for print. This course will explore the basics of news stories. Participants will explore the who, what, when, where, why and how of events and see how the answers to those questions shape new coverage and how to get the story written. This is an 8 week on-line class.

Copyediting

Examines concepts of writing and copyediting and provides practical experience in copyediting with an emphasis on print and broadcast journalism. Participants will better understand the basics of grammar, spelling, punctuation and AP style. The course has four content sections that focus on the most common mistakes and teach you how to avoid them. This is an 8 week on-line class.

Flash

This introductory course is for designers and budding developers new to the Flash environment. In this course, students will produce an engaging interface using text, graphics, animations, video and sound. Simple user interactions are added using built-in ActionScript behaviors and ScriptAssist. Instructors will focus on the essentials, and emphasizes best practices throughout the course.

HTML

HTML Basics course teaches students to build a webpage using Hypertext Markup Language with basic text editors. This course covers HTML standards, hyperlinks, formatting HTML, adding graphics and movies, cascading style sheets, tables, forms, lists, and frames.

For group classes, custom courses, or to request additional materials for your location or local, please contact us at 1-877-676-4553. Invitations to Education Fairs always welcome.

