

USAGM

CREATE | DIGITAL CONTENT BOOTCAMP

3- 6 AUGUST , NAIROBI

	Day 1 - Tuesday, 3 August	Day 2 - Wednesday, 4 August	Day 3 - Thursday 5 August	Day 4 - Friday 6 August
09:30-10:00	Opening and welcome	Recap and reflection	Recap and Reflection	Recap and Reflection
10:00 - 11:00	Introductions, Expectation setting, defining success This session will be focusing on: <ul style="list-style-type: none"> • Introduction of participants • Determining Expectations of the week • What does success look like? PLENARY	Engaging Formats <ul style="list-style-type: none"> • Format vs Medium Vs Channel • 10 types of formats • Format rules • Making a jump to a new medium PLENARY	Shooting Video with mobile devices <ul style="list-style-type: none"> • The production process • Shot sizes • Shot angles • Visual storytelling PLENARY	Editing <ul style="list-style-type: none"> • Basics of video editing and editing software (PC and Cell phone) • Transitions and Effects • Exporting PLENARY
11:00- 11:15	Break	Break	Break	Break
11:15- 13:00	Storytelling for engagement <ul style="list-style-type: none"> • Inverted Pyramid versus modern structure • Basic storytelling structure • Symbols and Universal truths • Story design PLENARY	Engaging Formats <ul style="list-style-type: none"> • Creative use of formats • Format combination and design PLENARY + GROUP WORK	Shooting Video with Mobile Devices <ul style="list-style-type: none"> • Lighting for video • Best equipment packages • Sound for video PLENARY	Editing <ul style="list-style-type: none"> • Complete the editing of video INDIVIDUAL ASSIGNMENT
13:00 - 14:00	(Lunch) BREAK	(Lunch) BREAK	(Lunch) BREAK	(Lunch) BREAK
14:00 - 15:30	Storytelling for Engagement <ul style="list-style-type: none"> • Using the story approach for our own story. GROUP WORK	Instagram & Facebook for Journalists <ul style="list-style-type: none"> • Instagram for Journalists • 10 tips for better engagement • Creating an insta story. PLENARY + GROUP WORK	Planning Video Shoot <ul style="list-style-type: none"> • Planning the shoot of a short video. INDIVIDUAL ASSIGNMENT	Presentation of Video clips <ul style="list-style-type: none"> • Receiving peer feedback on your story • Presenting prototyped video story PLENARY
15:30 - 15:45	Break	Break	Break	Break
15:45 - 17:00	Storytelling for Engagement <ul style="list-style-type: none"> • Presenting stories. GROUP WORK	Newsgathering toolkits for Journalists <ul style="list-style-type: none"> • Fact-checking and verification • Online tools and resources PLENARY	Video Shoot <ul style="list-style-type: none"> • Final project implementation. • Shooting and collecting all raw materials. PLENARY	Graduation and completion. <ul style="list-style-type: none"> • Final assessments • Group photo • Certificate ceremony • Close. PLENARY
17:00- 17:30	Wrap up and Burning Issues	Wrap up and Burning Issues	Wrap up and Burning Issues	