



Pocket to Production: Creating Content from the Streets to the Studio

OVERVIEW

Students will explore the Black experience in cinema, music production, podcasting, live sound, and storytelling across disciplines. This course aims to provide students with the tools and resources necessary to create authentic media content using Apple products. Creating Content from the Streets to the Studio entails using iPhones, apps, and multimedia software to create professional music, film, and podcast content for career advancement and entrepreneurship.

PROGRAM HIGHLIGHTS

Services Offered By Industry Coaches

- Earn while you learn! Our microcredential program compensates learners upon completion.
- Insights from renowned faculty and industry experts.
- Obtain a generalized knowledge of screenwriting.
- Activities and assignments in each module demonstrate your understanding of concepts.
- New information is connected to existing knowledge and real-world tasks.
- Exposure to related Apple technology, applications, and productivity tools.

Services Offered By Industry Experts

- Personalized feedback, support, and network development
- Live weekly office hours with faculty and industry experts

WHO IS THE COURSE FOR?

This course is designed to cater to a diverse range of individuals with different skill levels and interests. Whether you are a novice, an intermediate learner, or an expert, you will find value in this course.

Aspiring Creators

Are you passionate about creating content but unsure of where to start? Are you fascinated by the Black experience in cinema, music production, podcasting, live sound, and storytelling? This program is an excellent opportunity for beginners to unlock their creative potential, find their authentic voice, and develop skills using Apple products.

Experienced Creators

Are you looking to refine your storytelling and technical abilities? Are you interested in expanding your knowledge of screenwriting, filmmaking, music production, podcasting, and live sound? This course is an excellent opportunity for intermediate learners to enhance their creativity, explore

various storytelling disciplines, and learn how to use the latest Apple technology to take their craft to the next level.

Professional Creators

Are you an established creator with a solid understanding of your audience and your craft? Are you interested in learning how to use Apple products to create authentic media content for career advancement and entrepreneurship? This course is an excellent opportunity for advanced learners to refine their skills, learn about mentorship, professionalism, entrepreneurship, career advancement, alternative career paths, internships, practicums, and externships, and explore ethical and legal considerations in the arts and entertainment industry.

PROGRAM EXPECTATIONS

Learners completing courses in the microcredential program are expected to:

- Complete the learning activities in the given timeframe.
- Dedicate the time necessary to complete learning activities and assignments in each module.
- Engage with material, other learners, and course facilitator(s).

PROGRAM SCHEDULE

MODULE 1: Black Creatives: Reclaiming Our Story

Students will critically analyze the Black experience from the perspective of the White gaze and the Black gaze. They will identify and understand the Black cultural perspective as a lens and vehicle in writing about and filming the Black experience. Creatives will explore the Black experience in cinema across historical eras from the early 20th century to the present day.

MODULE 2: Creativity

Students will explore their own creativity and learn how music, spoken word, and video can be used to express their unique voice. Through exercises and assignments, students will learn how to tap into their creativity and develop their own artistic vision to find their authentic voice.

MODULE 3: Storytelling Across Disciplines

Students will learn about the art of storytelling across various disciplines, including writing for the ear and writing for the eye. They will learn how to develop compelling narratives, how to structure their stories, and how to use different mediums to convey their message effectively.

MODULE 4: Pocket to Production

Students will learn about the technical aspects of each area of arts and entertainment, including the tools available on Apple products that can be used to create content. Students will learn how to develop their own creative process, from brainstorming ideas to executing a final product. Through hands-on projects, students will learn to take an idea and turn it into a tangible, polished product.

MODULE 5: Video Production

Students will learn about the technical aspects of video production, including filming, editing, and post-production. They will learn to use software like iMovie and Final Cut Pro to create polished, professional-looking videos. Through hands-on projects, students will gain practical experience using these tools to create their own content.

MODULE 6: Music Production, Podcasting, and Live Sound

Students will learn about the technical aspects of music production, podcasting, and live sound. They will learn how to use software like Garage Band and Logic Pro to create their own music, record podcasts, and mix live sound. Through hands-on projects, students will gain practical experience using these tools to create their own content.

MODULE 7: Mentorship, Professionalism, Entrepreneurship, Career Advancement, Alternative Career Paths, Internships, Practicums, and Externships

Students will learn about the various career paths available to them in the arts and entertainment industry. They will learn about the importance of mentorship, professionalism, and entrepreneurship in building a successful career. The module will also cover the benefits of internships, practicums, and externships in gaining valuable experience and advancing career opportunities.

MODULE 8: Ethics and Legal Elements

Students will learn about the ethical and legal considerations in the arts and entertainment industry. They will learn about copyright laws, intellectual property, and the importance of maintaining ethical practices in the industry. Through case studies and discussions, students will explore the complex ethical and legal issues that arise in the industry and learn how to navigate these challenges.

LEARNING ENRICHMENTS

- Personal reflection, journaling, play
- Practice activities
- Film, TV, and scene viewing
- Readings
- Hands-on projects

LEARNING ACTIVITIES

- Participants will take an active, committed approach to engage in learning activities that will expand concepts and help in developing dynamic and creative, culturally-informed stories.
- Are you interested in writing films, TV, novels, or stage plays? The beauty in the art of storytelling is how well these tools work for each person's passion.
- Collaboration opportunities and networking.

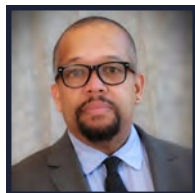
LEARNING METHODS

- Challenge-based learning activities
- Industry experts and credentialed guest speakers provide a rich learning environment.
- Instructional methods that support diverse learners
- Activities and assessments that tap into learners' prior knowledge and experience and encourage active learning
- Authentic assessments that include challenge-based learning, scenarios, and hands-on practice activities
- Encouraging learner motivation through use cases, projects, and challenge-based learning
- Scaffolding and chunking of information to support the learning of all students
- Transparency of course expectations and competencies is promoted so learners know what they will be learning and exactly what to do to learn the content
- Encouraging social learning through a learning community
- Continuous engagement and feedback
- Ease of access to learning materials through the use of a mobile-first learning platform

REQUIREMENTS: WEB-ENABLED COMPUTER, CURRENT INTERNET BROWSER

PROGRAM FACULTY

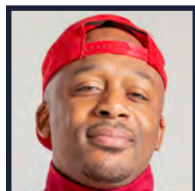
AVERY O WILLIAMS, Award-winning screenwriter-director. MFA grad from NYU, Tisch. Co-directed features Misguided Behavior w/ Carl Payne and Skinned w/Lisa Raye McCoy. Directed pilot for Intersection, an Emmy-nominated digital series. Currently an Assistant Professor in the Cinema, Television, and Emerging Media Studies program at Morehouse College in Atlanta, GA.



B.J. MURPHY is known in the industry as one of the Elite Morning Men of Urban Radio. Since graduating from Shaw University, B.J. has been on-air in small, medium, and major markets during his 40-year career. He is also the recipient of the Tom Joyner Personality of the Year award. The National Black Programmers Personality of the Year Award, and Billboard Magazines' #1 Up and Coming Urban Morning Show. B.J. Murphy will be officially placed in the National Black Radio Hall of Fame 2023 during an induction ceremony in Atlanta on Oct 7, 2023.



DARNELL LAMONT WALKER is an Emmy-Nominated children's television writer who understands the power of representation, creating content in hopes that all children get the opportunity to not only see themselves but see how incredible they are and can be. Following his big break in the Sesame Street Writers Room Fellowship, Darnell has written for a multitude of outstanding shows, including PBS Kids' Work It Out Wombats!, Netflix's Karma's World, and Nickelodeon's Blue's Clues & You.



NINA PACKER is an innovative nonprofit, education, and entertainment professional with a strong track record of developing charitable partnerships to create career exposure and pipeline programs in media and entertainment. She developed the pre-college program known today as Warner Bros. Discovery: Future Leaders Institute and was instrumental in creating music industry degree and certificate programs at Jackson State University and Florida A&M University, where she served as an adjunct professor of a music management practicum course for twelve years. Nina has produced content highlighting HBCUs for YouTube Originals, Blackstream Live, and NBCUniversal.



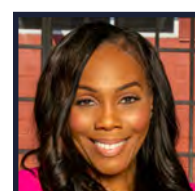
TYTIANNA RINGSTAFF, PH.D. is the director of Simmons College of Kentucky's Digital Teaching and Learning Center and the Artistic Director and Curriculum Designer of the Black Film Institute. She is also a Board member of the American Civil Liberties Union of Kentucky (ACLU) and CEO/Founder of Honey Tree Publishing.



STEVEN STARKS is the CEO and founder of Starks Films, LLC, a global film company that focuses on telling unique stories through captivating visuals and high-quality cinematography. Steven has a diverse portfolio, having worked on feature films such as The Hunger Games and the Own Network's "Green Leaf." Steven is also a Mass Media Arts Professor at Clark Atlanta University, teaching in the Mass Media Department. As a graduate of Shaw University, he frequently visits his alma mater to mentor Mass Communication students and encourage them to pursue their dreams.



SUMMER JACKSON COLE is an award-winning broadcast journalist in News, Lifestyle, and Entertainment. She holds a Master of Arts in Mass Communication and Media Studies from Howard University and a Bachelor of Science in Broadcast Journalism from the University of Illinois in Champaign-Urbana. Summer is a scholar and practitioner. She is a Professor at Clark Atlanta University teaching Journalism, Media, and Communication Studies and is the Host of Atlanta Plugged In at Atlanta News First (CBS).



SYLVESTER POLK is a faculty member who serves as Professor of Practice for Music Technology at Bethune-Cookman University. He is also the Co-Owner of Polkbros Productions and has over 40 years of experience in the entertainment industry working as a professional musician, studio engineer, FOH engineer, producer, audio technician, performer, arranger, composer, songwriter, programmer, midi sequencer, audio and editor, and vocalist. Professor. Polk holds a Master of Music in Music Education from the University of Central Florida and a Bachelor of Science in Music Education from Florida A&M University.

