

Film and Television Modern Day Griots: Content Creators for the Film and Television Industry

During this course, students will explore smartphone filmmaking, essential vocabulary, and features of mobile devices. Students will learn iPhone features and settings, comparing video and photo options for artistic expression. Students will explore the use of mobile devices as integral in the shooting of TV shows and movies. Students will learn how to use their specific device's camera features for storytelling, explore oral storytelling, audio recording, and note-taking skills, and conduct interviews on their mobile devices. Students will be encouraged to embrace creativity and cautiously use AI platforms, such as Grammarly and ChatGPT, for research purposes.

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.

HIGHLIGHTS

- **Earn while you learn!** Learners receive stipend upon completion of the microcredential program
- **Live weekly office hours** with course facilitators and student success coaches
- **Insights** from renowned course facilitators and student success coaches
- Generalized **knowledge** of storytelling
- Topic-related **activities and assignments** reinforce understanding of concepts
- **Exposure to Apple** technology, applications, and productivity tools
- **Information** connected to existing knowledge and real-world tasks
- Personalized **feedback, support, and network development**

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 module 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 module 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.

OBJECTIVES

- Understand basic film and media terminology in the discussion of the Black cultural presence in American film and television
- Learn and engage with Apple software- Pages, Notes, Final Cut Pro, GarageBand- and AI platforms, including ChatGPT, as resources while engaging in creative projects in the film and television industry.
- Critically analyze the use of sound and audio in storytelling.
- Explore the elements of script writing and screenwriting
- Learn the basics of conducting research and interviews with technology for authentic storytelling
- Investigate how to best protect your intellectual property from a legal standpoint

OVERVIEW

MODULE 1: Pocket to Production: Using Your Mobile Device to Create Quality Film and TV

In this module, students will explore smartphone filmmaking, essential vocabulary, and features of mobile devices. Students will examine iPhone features and settings, comparing video and photo options for artistic expression. Students will explore the use of mobile devices as integral in the shooting of TV shows and movies. Students will learn how to use their specific device's camera features for storytelling, explore oral storytelling, audio recording, and note-taking skills, and conduct interviews on their mobile devices. Students will be encouraged to embrace creativity, and cautiously use AI platforms, such as Grammarly and ChatGPT for research purposes.

Learning Outcomes

- Acquire an understanding of smartphone filmmaking for artistic expression.
- Apply the knowledge of mobile device camera features as a method for conducting research, recording oral narratives, and note-taking skills.
- Integrate a knowledge of mobile device usage for creative expression during filmmaking.
- Explore the various resources of mobile filmmaking.

MODULE 2: The Evolution of Black Cinema: Industry Roots and Culture

This module provides a chronological perspective on the Black cultural experience in cinema, spanning historical eras, acquiring hands on practical experience in writing a story within the Black Gaze, critically analyzing their role as a Black storyteller in disrupting the White Gaze, exploring the impact of authentic Black storytelling from a social justice lens, and engaging in creative writing to develop a deeper appreciation of authentic Black stories in the film industry, using Apple tools such as Final Cut Pro, Pages, and Notes.

Learning Outcomes

- Acquire knowledge of video editing using Final Cut Pro software and tools to develop a hands-on creative project in connection to the film and television industry.
- Critically analyze the features of video editing in Black storytelling, using an Apple product such as Final Cut Pro.
- Explore the impact of authentic Black storytelling from a social justice lens.
- Engage in creative writing to develop a deeper appreciation of authentic Black stories in the film and television industry using Apple tools such as Final Cut Pro, Pages, and Notes.

MODULE 3: Investigating the Film Industry from a Culturally Responsive Lens to Tell Authentic Stories

During this module, students will explore cinema through the Black Gaze that challenges the dominant narrative in the American film industry. Students will engage in a hands-on experience to better understand the benefits of authentic Black stories using Pages on an Apple device.

Learning Outcomes

- Acquire an understanding of the film industry from a culturally responsive lens.
- Apply knowledge using the Pages word processor developed by Apple, Inc. to examine authentic Black stories within the industry.
- Integrate an understanding of the influence and representation of Black storytellers in the film industry.
- Develop an appreciation for Black stories and the need for more diversity in mainstream American cinema.

MODULE 4: Foundations of Sound and Audio

Students will explore audio production techniques tailored for the film industry. Students will be encouraged to capture audio using various tools and techniques, including audio recording devices, microphones, pickups, and direct inputs. Students will incorporate sound as a method of storytelling while listening to a poem/spoken word audio clip using Garageband.

Learning Outcomes

- Acquire knowledge of sound and audio production techniques tailored for the film industry.
- Apply an understanding of sound and audio principles to effectively edit sound for film and television through Garageband.
- Engage with the knowledge of sound and audio in film as an influential feature in storytelling.
- Develop an understanding of sound and audio in storytelling and film production.

MODULE 5: Conducting Interviews Using Various Forms of Technology

During this module, students will discover the art of conducting interviews using cutting-edge technology. Students will craft purposeful questions and align their efforts with a clear end goal for effective interviews. Students will explore innovative Apple tools, including Notes, Pages, memo writing, Voice Memo for audio recording, and even text messaging features on Apple devices for on-the-go inspiration and note-taking. Discover how to leverage email, social media, and other platforms to post and notify the audience, enhancing the interview reach. Master the use of audio recorders and Voice Memo applications for pristine sound recording and harness the power of text messaging for efficient research gathering and note-taking.

Learning Outcomes

- Acquire an understanding of modern interview techniques using cutting-edge technology. They will learn key terminology and concepts related to crafting purposeful interview questions and setting clear interview goals.
- Apply knowledge of interview skills using innovative phone tools for note taking.
- Integrate an understanding of audio recording techniques to ensure sound quality during interviews.
- Engage meaningfully during an interview with caring and relevant questions.
- Develop effective communication skills for interviews.

MODULE 6: Editing from Script to Screen: Script Writing, Audio, and Video

This module navigates script writing, audio, and video editing, equipping you with essential vocabulary. During this course, the student will discover the crucial role of script editing and formatting for effective storytelling, using Apple tools such as Pages and Notes to complete writing exercises for script development.

Learning Outcomes

- Acquire knowledge of script writing, audio, and video editing to tell a story.
- Apply knowledge of the 5 Ws for script development using Apple tools such as Pages and Notes.
- Engage in relevant scriptwriting and editing for compelling storytelling techniques.

MODULE 7: Getting with the Scripts and Storyboards: Telling Your Authentic Story

During this module, students will explore the three-act structure, script versus screenwriting basics, and the creative journey from script to screen, using Apple tools such as Pages and Notes, as well as other tools described in previous modules. Students will visualize their stories using treatments, storyboards, and more, culminating in a reflective writing activity about a transformative personal moment.

Learning Outcomes

- Acquire basic knowledge of scriptwriting and screenwriting using Apple tools such as Pages and Notes.
- Integrate an understanding of scriptwriting and its process from the script to the screen.
- Engage with storytelling from a Black cultural and social justice lens in telling authentic stories.
- Develop an outline for a script from a social justice lens.

MODULE 8: Promoting and Protecting Your IP (Intellectual Property)

Unlock the power of intellectual property (IP) in the digital age with our “Promoting and Protecting Your IP (Intellectual Property) module. Dive into key terms and concepts, gain a deep understanding of digital platforms and file sharing, and explore the “Three Cs (Codes) of Ethics” — Copyright, Creative Integrity, and Credibility. This module will provide ways to protect and promote your creative ideas, creations, and innovations and learn how to add a Watermark to their original work using iMovie.

Learning Outcomes

- Acquire knowledge of intellectual property (IP) terms, concepts, and principles in the digital age.
- Apply knowledge to protect and promote creative ideas, creations, and innovations.
- Integrate an understanding of ethical standards around intellectual property using a Watermark in the digital era.
- Engage with ethical standards concerning the security of intellectual property.
- Develop a knowledge of how to intellectually protect creative work.

FACULTY



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.