



CULTURALLY RESPONSIVE
ARTIFICIAL INTELLIGENCE
AND MACHINE LEARNING



ARTS & ENTERTAINMENT:
CULTURE CREATIVES



CODING FOR THE CULTURE:
SWIFT CODING AND
APP DEVELOPMENT



PROFESSIONAL DEVELOPMENT
FOR SOCIAL MOBILITY



THE ART OF STORYTELLING:
SCREENWRITING FOR
THE CULTURE

Micro-credential Programs and Courses

Co-developed by industry experts, top HBCU faculty and notable workforce collaborators, PROPEL Learn is the signature virtual platform for HBCU students that provides comprehensive, experiential, innovative learning experiences and exposure to future-ready career opportunities. Through a series of culturally responsive, tech-focused, micro-credential programs, PROPEL Learn provides insight to a variety of industries including: Artificial Intelligence, Swift Coding, Arts & Entertainment, Cybersecurity, Clean Energy, Career Readiness & Leadership, and DEI.



Faculty/Program Developers



DR. BRANDI BALDWIN: serves as the CEO of Millennial Ventures, an award-winning startup dedicated to launching impactful

initiatives in the realms of education and workforce innovation. From empowering school districts with real-time student experience data for enhanced safety measures to guiding organizations in adopting sustainable diversity and inclusion practices, the Millennial Ventures team champions the notion that many challenges can be addressed not through dismantling existing systems but by designing new ones.



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).



DR. KESHA MALLORY JAMES is the Director of Distance Education for Lawson State Community College and the LSCC Apple

Tech Hub Program Manager. She led the LSCC Distance Education Program to rank #2 as one of the Best Online Community College Programs in 2019. With her vision, LSCC became 1 of 10 Apple Tech Centers for HBCUs, and she has over 12 years of experience as an instructor in the Business and Information Technologies Department. Dr. James holds a Doctor of Philosophy from Auburn University and is a graduate of Alabama State University. Dr. James is a certified Apple Teacher and Swift coding instructor.



WILLIAM MAPP III, Morgan State University, Center for Equitable AI & Machine Learning Systems: William Lee Mapp, III is an author,

maker, engineer, inventor, executive, nerd, and international speaker who has delivered talks stateside and in Europe and the Middle East. He's also a radio analyst and host known for his witty takes on the technology industry. His life's mission is to help people succeed by fostering compassion, communication, and collaboration using technology.



CARL S. MOORE, Ph.D. is PROPEL's Executive Fellow for Learning Innovation and Faculty Engagement. He is a multifaceted

educator with expertise in learning science, curriculum development, instructional design, strategic planning, and organizational development. He also holds faculty affiliation at various institutions and is President and CEO of Youuniversal Luv Unlimited.



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.





HALLEEMAH NASH

is a social entrepreneur operating as the Founder of Rosecrans Ventures, an underrepresented

talent solutions firm that provides coaching and career courses for marginalized talent populations in the workforce. Nash is a graduate of Howard University and a proud product of Compton, California.



DR. KOFI NYARKO,
Morgan State University, Center for Equitable AI & Machine Learning Systems: Dr. Nyarko is the director of

Morgan State University's Center for Equitable AI & Machine Learning Systems. He is also the director of Morgan's Data Engineering and Predictive Analytics research lab.



PROFESSOR RUTH OLUSEGUN

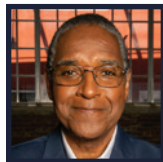
specializes in AI and Blockchain technologies. Professor Olusegun is an Adjunct Professor

at Bowie State University in the Department of Computer Science. She has taught Mathematics, AWS Cloud Computing, and Programming courses. She currently teaches Swift Programming & Mobile App development and Computer Literacy Applications.



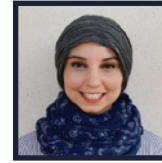
NINA PACKER is an innovative nonprofit, education, and entertainment professional with a strong track record of developing charitable

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.



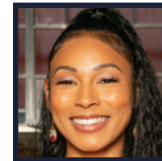
SYLVESTER POLK is a faculty member who serves as Professor of Practice for Music Technology at Bethune-Cookman University. He is also

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.



DR. YASMEEN RAWAJFIH is an Assistant Professor in the Computer Science (CS) Department at Tuskegee University.

She received her Ph.D. in Computer Science and Software Engineering from Auburn University. Dr. Rawajfih teaches many core courses in the CS curriculum at Tuskegee University including Software Engineering, Design and Analysis of Algorithms, Statistics, and Data Analytics.



TYTIANNA RINGSTAFF, Ph.D. is the director of Simmons College of Kentucky's Digital Teaching and Learning Center and the

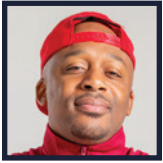
Artistic Director and Curriculum Designer of the Black Film Institute. She is also a Board member of the American Civil Liberties Union of Kentucky (ACLU) and CEO/Founder of Honey Tree Publishing.



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.





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 Writer's 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.

Currently living between the Chattahoochee National Forest of Georgia and Johannesburg, South Africa, Darnell, a Charlottesville, Virginia native, also produces social justice documentaries, using them as bridges to help others get from where they are to healing and joy. Seeking Asylum, Darnell's first film, explores safe spaces around the world for Black Americans seeking to escape American injustice. His second film, Outside the House, explores Black mental health and healing. Lastly, Set Yourself on Fire provided a safe space where global survivors of sexual assault shared their journeys and struggles toward healing and happiness. Darnell's goal with his art is to continue to support children, adults, and whole communities around the world through the building of safe and happy spaces.



GABRIELLA WATERS, Morgan State University, Center for Equitable AI & Machine Learning Systems:

Gabriella is a AI/ML and cognitive science

researcher at Morgan State University's Center for Equitable AI & Machine Learning Systems (CEAMLS). She is also a member of the Center's leadership team working to fulfill CEAMLS's mission.



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.





Arts & Entertainment: Culture Creatives

- **Pocket to Production: Creating Content from the Streets to the Studio**
- **Film and Television Modern Day Griots: Content Creators for the Film and Television Industry**
- **Podcast Like a Pro: Choosing Your Lane as a Media Entrepreneur**



Arts & Entertainment: Culture Creatives

Are you passionate about arts and entertainment? Do you want to explore the rich tapestry of the Black experience in cinema, music production, podcasting, live sound, and storytelling? Our arts and entertainment-focused micro-credential program is your passport to creativity and authenticity. Using Apple products, iPhones, apps, and multimedia software, you'll create professional content from the streets to the studio. Elevate your career and entrepreneurial ventures by enrolling in this exciting course.

Join us and answer the call of your creative aspirations — sign up now!

Our comprehensive, four-course Arts & Entertainment program is designed to empower emerging Black creatives and storytellers through an immersive and diverse array of creative disciplines, including video and music production, storytelling, podcasting, and live sound. Cultivate essential professional attributes such as mentorship, professionalism, entrepreneurship, and alternative career pathways; gain invaluable, hands-on experience with immersive opportunities for internships, practicums, and externships; foster a holistic perspective and pave the way for a successful career in creative storytelling, emphasizing the significance of authentic narratives through a culturally responsive lens; unlock your podcasting potential, guiding you in the technical intricacies,

HIGHLIGHTS

- **Live weekly office hours** with course facilitators and student success coaches
- **Insights** from renowned course facilitators and student success coaches
- Generalized **knowledge** of the Arts & Entertainment industry
- 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**

storytelling, monetization strategies, and brand building within the media landscape; and delve into the dynamic live music industry through insights into sound engineering, lighting design, workplace dynamics, and personal branding.



WHO IS THE PROGRAM 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.

OBJECTIVES

Learners completing courses in the micro-credential 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).

OVERVIEW

PLEASE NOTE: This course requires a minimum of 2-4 hours per week of engagement with course learning activities, resulting in a maximum of 32 hours to successfully earn your course badge.

COURSE 1: Pocket to Production: Creating Content from the Streets to the Studio

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. Students will explore the Black experience in cinema, music production, podcasting, live sound, and storytelling across disciplines. 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.

COURSE 2: Modern Day Griots: Content Creators for the Film and Television Industry

In this course, learners will dive deep into the heart of the film and television industry, with a spotlight on the influential role of Black storytellers from past to present. This course offers learners the unique opportunity to marry technology with tradition, exploring how Black cultural narratives have been shaped and articulated through the cinematic lens. They will also harness the power of mobile devices and learn the intricacies of the audiovisual medium to create impactful content. At the crossroads of cultural appreciation and technological prowess, learners will emerge as a Modern Day Griot.

COURSE 3: Podcast Like a Pro: Choosing Your Own Lane as a Media Entrepreneur

Students will take an in-depth exploration into the exciting world of podcasting, where possibilities are endless. Students will gain an understanding of the technical side of podcasting, such as how to use audio, editing and sound design exclusively for podcasting all using Apple Products and various professional applications. This course is designed to teach students branding, content development, methods to authentically and ethically tell their stories with clarity, while learning to book, produce, perform as the Talent and how to monetize all of it.

COURSE 4: Music: How the Live Music Industry Works and How to Work in It...

In this course, students will learn the basics of sound production and how to work in the sound industry. Topics covered will include properties of sound, working with a PA system, Front line and Back line gear, tuning a venue, using wedge and in-ear monitors, and more. Students will learn about creating music & backing tracks with Logic Pro. Students will also learn about the different types of sound jobs available and how to find opportunities in the industry.

LEARNING ACTIVITIES

Learning Enrichments

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

Learning Engagements

- 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: IPAD PRO OR A MACBOOK PRO

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

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.

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HIGHLIGHTS

- **Live weekly office hours** with course facilitators and student success coaches
- **Insights** from renowned course facilitators and student success coaches
- Generalized **knowledge** of creating authentic, relatable content
- 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**

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.

OBJECTIVES

Learners completing courses in the micro-credential 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).

OVERVIEW

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 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: Live Sound

This module is intended to be an introduction to audio production. Students will explore the current state of digital music and audio production for professional recording facilities, personal production studios, portable studios, audio for movies, TV, theater, radio, podcast, Live performances, and a host of other applications.

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.

LEARNING ACTIVITIES

Learning Enrichments

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

Learning Engagements

- 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.
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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
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- 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

FACILITATORS

- **Industry Experts:** Specialists in podcast production, storytelling, and audience engagement.
- **Certified Audio Engineers and Branding Experts:** Professionals with experience in technical production and brand development.
- **Guest Speakers and Mentors:** Influential industry leaders from media companies.

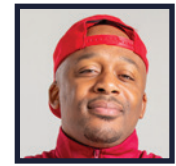
FACULTY



**Avery O.
Williams**



**B.J.
Murphy**



**Darnell
Lamont Walker**



**Nina
Packer**



**Tytianna
Ringstaff, Ph.D.**



**Steven
Starks**



**Summer
Jackson Cole**



**Sylvester
Polk**

REQUIREMENTS: IPAD PRO OR A MACBOOK PRO

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.

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.

HIGHLIGHTS

- **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**

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

PLEASE NOTE: This course requires a minimum of 2-4 hours per week of engagement with course learning activities, resulting in a maximum of 32 hours to successfully earn your course badge.

It is recommended not to take this course with any other PROPEL course.

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.

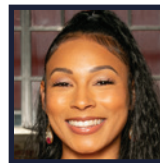
Learning Outcomes

- 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.

FACILITATORS

- **Industry Experts:** Specialists in film production, storytelling, and audience engagement.
- **Certified Audio Engineers and Branding Experts:** Professionals with experience in technical production and brand development.
- **Guest Speakers and Mentors:** Influential industry leaders from media companies.

FACULTY



**Tytianna
Ringstaff, Ph.D.**



**Steven
Starks**

REQUIREMENTS: IPAD PRO OR A MACBOOK PRO

Podcast Like a Pro: Choosing Your Lane as a Media Entrepreneur

In this course, you will take an in-depth exploration into the exciting world of podcasting, where possibilities are endless. You will gain an understanding of the technical side of podcasting, such as how to use audio, video, editing, and sound design for podcasting using Apple Products and other professional tools and applications. You will learn about branding, content development, scripting, monetization, and methods to authentically and ethically tell your stories with clarity while also learning to book, produce, and perform as the talent for your podcasting career.

You'll be equipped with everything you need to take your podcasting ideas from concept to production, establish your own unique brand, and legally protect your intellectual property. Get ready to unleash your creativity and make your mark in the world of podcasting with "Podcasting Like a Pro: Choosing Your Lane as a Media Entrepreneur!"

HIGHLIGHTS

- **Develop unique, comprehensive skills** in storytelling, technical production, audience engagement, and brand-building
- **Gain proficiency** in podcast production using Apple products, including GarageBand, Voice Memo, and iMovie
- **Master the art** of engaging with your audience emotionally to create compelling and memorable podcasts.
- **Discover strategies** for building your podcast brand and monetizing it through sponsorships, fan support, and innovative content sales.
- **Learn to navigate the legal and ethical aspects** of podcasting, ensuring your content is legally sound and ethically responsible.
- **Develop resilience strategies** to overcome professional challenges and turn obstacles into opportunities.
- **Access mentorship and real-world experiences**, enhancing your ability to build valuable industry connections and achieve long-term career success.

OBJECTIVES

By the end of this course, you will be able to:

- Develop technical skills using Apple products to create audio and video podcasting content.
- Understand how to tell unique stories, find your niche audience, and use your authentic voice for podcasting.
- Identify how to create professional content that is engaging, ethical, and entertaining to audiences.
- Use tech and non-tech tools to foster a successful career in podcasting.
- Create podcasting idea(s) and take them from concept to production.
- Demonstrate the ability to establish your own unique brand, create content, network professionally, legally protect your intellectual property, and monetize your podcast.

WHO IS THIS COURSE FOR?

- Individuals looking to start their own podcast and develop their storytelling and technical production skills.
- Creators aiming to enhance their emotional connection with audiences and develop a unique brand voice
- Those interested in monetizing their podcasts through sponsorships, fan support, and content sales
- Those seeking to navigate legal and ethical considerations in podcasting and build resilience in the industry

OVERVIEW

PLEASE NOTE: This course requires a minimum of 2-4 hours per week of engagement with course learning activities, resulting in a maximum of 32 hours to successfully earn your course badge.

It is recommended not to take this course with any other PROPEL course.

This course is designed to span over 8 weeks, with each week focusing on a specific aspect of podcast production and storytelling. In the initial weeks, participants will gain hands-on experience with Apple products like GarageBand, Voice Memo, and iMovie to master technical production skills. Midway through the course, the focus will shift to developing emotional storytelling techniques and building a unique brand voice that resonates with audiences.

Advanced sessions will cover strategies for monetizing podcasts through sponsorships, fan support, and innovative content sales. Legal and ethical considerations will also be addressed to ensure participants create content that is both legally sound and ethically responsible. Throughout the course, students will have access to mentorship and opportunities for real-world experiences, aiding in the development of resilience and industry connections essential for long-term success in podcasting.

MODULE 1: Modern Day Griots: Storytelling and Content Development

In this module, you will gain a deeper understanding of how to develop your own unique stories by using your authentic voice to reach and impact your niche audience. Additionally, in this module, you will explore the steps to taking your idea from concept to creation by learning how to develop your first show and book your first guest.

MODULE 2: Podcast in Your Pocket! Technical Production with Apple Products

Module 2 is all about the captivating world of podcast production using Apple products. Through seamless integration between Apple devices and software, students uncover opportunities to unleash their creativity. You will learn foundational aspects of audio recording using tools like GarageBand, Voice Memo, iMovie, and more. By mastering the art of capturing and refining audio, you will produce professional-grade podcasts with confidence.

MODULE 3: Good Vibes Only - Connecting Emotionally with Your Audience

In this module, you will refine your podcasting skills by mastering emotional connection and recognizing that podcasts hold power beyond imparting information by evoking profound emotions in listeners. You will cultivate an authentic communication style, engage with your audience genuinely, and convey your unique personality brand effectively.

Additionally, you will learn how to target audiences precisely, tailor messages effectively, and emerge equipped to craft compelling podcasts that leave a lasting emotional imprint. Through advanced techniques, tailored messages, and audience feedback, you will forge personal connections, captivating your audience and inspiring their loyalty to your brand.

MODULE 4: Building Your Brand and Monetizing Your Podcast

In this module, you will dive into the essentials of crafting a standout podcast. You will learn how to pinpoint and showcase your podcast's unique brand, making it irresistible to listeners and attractive to sponsors. You will discover practical strategies for monetizing your podcast through fan support and sponsorships. Additionally, you will explore innovative ways to sell, promote, and teach through your content, whether it's through direct sales, affiliate marketing, or educational offerings related to your podcast's theme.

MODULE 5: Code of Ethics: Legal and Ethical Foundations of Podcasting

In Module 5, we will explore the legal and ethical intricacies of podcasting, focusing on crucial aspects such as trademark and copyright infringement, LLC necessity, and ethical considerations in media. Through comprehensive discussions and practical examples, you will learn to navigate the podcasting landscape with confidence, ensuring your content stands on solid legal ground.

You will gain expertise in researching podcast names, understanding the implications of trademark and copyright laws, and making informed decisions about forming an LLC. Furthermore, you will delve into media ethics, examining the Society of Professional Journalists Code of Ethics and developing your own ethical framework as a content creator. By the end of this module, you will emerge equipped with the knowledge and skills to protect your content and uphold ethical standards in the dynamic world of podcasting.

MODULE 6: Resilience in the Industry

In this Module, you will learn what it means to be resilient when pursuing your professional goals. You will explore what resilience means to you, tips to overcome professional challenges, and how to turn obstacles into opportunities.

MODULE 7: Pathways to Success in the Industry

This module guides participants through navigating their career journey in the media industry. Through structured activities, they'll embark on self-discovery and strategic planning, emphasizing the importance of setting clear professional objectives and envisioning career trajectories.

MODULE 8: Mentorship and Real-World Experiences

Module 8 offers a comprehensive exploration of crucial elements for success in the industry, emphasizing mentorship, collaboration, and networking. You will delve into various strategies to acquire the necessary tools for fostering strong relationships with industry professionals. You will learn to recognize diverse avenues to meet mentors and gain real-world experiences essential for personal and professional growth.

Additionally, this module focuses on honing effective communication skills vital for networking with industry professionals. By mastering these skills, you will be well-equipped to navigate the dynamic landscape of the industry, establish valuable connections, and build a loyal audience, setting the stage for long-term success in your career.

LEARNING ACTIVITIES

Learning Enrichments

- Participants will learn to use GarageBand, Voice Memo, and iMovie through
- Practice crafting compelling narratives and emotionally engaging content through writing prompts, storytelling challenges, and peer feedback sessions.
- Students will create a unique brand identity for their podcasts, including developing a brand voice, designing cover art, strategizing market differentiation, and presenting their projects for class critique.

- Participants will explore monetization avenues to generate podcast revenue.

Learning Engagement

- Learners engage in both individual and group activities that foster intrapersonal and interpersonal awareness, which is vital for working with diverse teams.
- Regular mentorship sessions provide insights into applying course concepts in real-world situations.
- Capstone projects encourage the practical application of skills and showcase the ability to integrate knowledge effectively.

Learning Methods

- Expert-led workshops and guest lectures from industry professionals.
- Interactive learning through case studies, simulations, and real-world applications.
- Continuous assessment through quizzes, assignments, and the final capstone project.

FACILITATORS

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- **Guest Speakers and Mentors:** Influential industry leaders from media companies.

Upon completion, students will be able to confidently produce, market, and monetize their podcasts, ensuring they are legally sound and ethically responsible, positioning them for success in the dynamic podcasting industry.

FACULTY



**B.J.
Murphy**



**Summer
Jackson Cole**

REQUIREMENTS: IPAD PRO OR A MACBOOK PRO