

Save the Date!

SDSU's Meet Up

Jan. 10, 2012



SAN DIEGO STATE
UNIVERSITY

College of
Extended Studies

never stop learningSM



Become a Digital Media Trendsetter

Professional Certificate in Digital and Social Media

Just like social skills are essential to face-to-face interaction, digital media skills are essential for online engagement. To move forward in this high-paced and tech-oriented world, individuals need to navigate through all the channels successfully. And, this is especially true in business and the workplace.

This certificate program is designed for professionals who desire to hone skills in how to use multimedia tools and how to harness the interactive power of the Internet to build an audience. Learn how to build a web presence (including websites, blogs, and videos), along with social networking and search engine optimization skills.

Who Should Attend

This certificate program is targeted to working professionals within the fields of journalism, public relations, advertising, and multimedia content production. A minimum of three to five years of professional experience in a media field is recommended.

The Certificate

The Professional Certificate in Digital and Social Media requires six courses for certificate completion. Take six of the following nine courses: *Publishing on the Web*, *Photography in the Digital Age I and II*, *Beginning Social Media*, *Advanced Social Media*, *Video Production for the Web I and II*, and *Increasing Traffic to Your Website I and II*.

Register early! Class sizes are limited.

Offered in collaboration with SDSU's School of Journalism & Media Studies

Endorsed by:



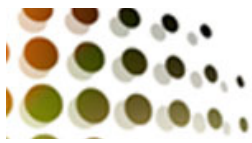
Digital & Social Media Collaborative Advisory Board

Greg Block **SDSU**, Leng Caloh **KPBS San Diego**, Andrew Donohue **VoiceofSanDiego.org**, Tom Mallory **SignOnSanDiego**, Dorrine Mendoza **North County Times**, Teresa Siles **Nuffer, Smith, Tucker Public Relations**, Rebecca Coates Nee **SDSU**

www.sdsudigimedia.org

For more information, contact Melissa Abeyta at (619) 594-1138
or mabeyta@mail.sdsu.edu, using priority code IP084.





Digital and Social Media | Spring 2012 Courses Cost: \$279 per course, with exception of Video II (\$325)

Publishing on the Web

An introduction to web publishing tools. Review the basics of publishing your content on the Internet. Learn how to set up a web presence, how to blog and how to post regular content on the web.

Instructor: Nicole Vargas, digital media producer and consultant.

Dates: Thursdays, Jan. 19-Feb. 9, 6-9 pm

UPDATED Photography in the Digital Age I

Basics of using digital cameras and editing software to create compelling photographic work. Using Adobe Photoshop Elements, this course covers the basics of toning, cropping and saving photos for the Web. (This course replaces *Audio and Slideshow Production*.)

Instructors: Sam Hodgson, photojournalist and multimedia producer, VoiceofSanDiego.org; Matt Funke, freelance video editor.

Dates: Saturdays, Jan. 28-Feb. 18, 9 am-1 pm

Beginning Social Media

Introduction to web-based social media tools. Get a broad overview of applications such as Google apps, Facebook, Twitter, LinkedIn, Flickr, Skype, and YouTube as media professionals' tools.

Instructor: Dorrine Mendoza, online content producer, North County Times.

Section 1 or **Section 2**
Dates: Thursdays, Feb. 16-March 8, 6-9 pm **Dates:** Thursdays, April 12-May 3, 6-9 pm

UPDATED Photography in the Digital Age II

Practical techniques to turn imagery into a cohesive story or marketing package for the web. Using iMovie, Photoshop Elements, and Web-based slideshows, participants learn the basics for preparing images for online consumption. *Photography in the Digital Age I*, or experience with Photoshop, is highly recommended. (This course replaces *Photo Editing with Photoshop*.)

Instructors: Sam Hodgson and Matt Funke, see previous biographies.

Dates: Tuesdays, Feb. 21-March 13, 6-9 pm

Video Production for the Web I

An introduction to online video production. Learn how to produce videos with consumer-grade equipment and software. Students will learn how to create their own YouTube channel using Flip cams (provided) and iMovie or Movie Maker. Learn how to host and upload videos to a blog or website.

Instructors: Joe Little, news reporter, KGTV, 10News, San Diego; Matt Funke, freelance video editor.

Dates: Saturdays, March 3-24, 9 am-1 pm

Increasing Traffic to Your Website I

Exploring the fundamentals of search engine optimization (SEO). Learn how to structure websites for SEO and write news or feature content, ads, and headlines to maximize exposure. Class covers how to use various assessment tools, such as RSS feeds, to measure and improve search results. Knowledge of Excel recommended.

Instructor: Michael Martin, senior SEO strategist, Covario.

Dates: Thursdays, March 15-April 5, 6-9 pm

Advanced Social Media

An in-depth study of social media tools. Learn how the most popular applications in the social media arena can be used to accomplish marketing goals and build awareness. Enhance your basic profiles on Facebook, Twitter, LinkedIn, YouTube, and Foursquare to align with professional branding goals.

Instructor: Greg Block, director of media relations and new media, SDSU.

Section 1 or **Section 2**
Dates: Tuesdays, April 10-May 1, 6-9 pm **Dates:** Thursdays, May 10-31, 6-9 pm

Video Production for the Web II

Advanced online video production. Learn advanced shooting and editing techniques while utilizing professional-grade equipment and software. Shoot broadcast-style packages with Sony HD video cameras and edit using Final Cut Express. *Video I* should be taken prior to *Video II*.

Instructors: Joe Little and Matt Funke, see previous biographies.

Dates: Saturdays, April 14-May 12, 9 am-1 pm

NEW Increasing Traffic to Your Website II – Intelligence and Analytics

Explores applications of search engine optimization (SEO), based on skills gained in *Increasing Traffic to Your Website I*. Gain further insight into analyzing SEO results. Completion of *Increasing Traffic to the Web I* or instructor approval is required.

Instructor: Michael Martin, see previous biography.

Dates: Tuesdays, May 8-29, 6-9 pm