



### **Course Description**

#### **RTV3203 | The Telemundo Academy | 3.00 credits**

The Telemundo Academy is a project-based learning course that provides students with a fundamental understanding of the concepts and processes of short-form content production for social media and mobile video platforms. The course will be divided into four phases: development, pre-production, production, and post-production. The first portion of the course will focus on pre-production given that the quality of the final projects will be correlated to students' understanding of all elements and practices in this phase. Students will learn how research, script development, and storyboarding are critical to transforming their original concepts into successful productions. The course will cover additional fundamental skills related to: communications, leadership, marketing, and digital and social media best practices.

### **Course Competencies**

**Competency 1:** The student will discuss and analyze digital media content by:

1. Studying the attributes, key successes, and priorities of selected media
2. Examining the role of structure and storytelling in selected media
3. Breaking down the categories, sociological messages, consumption messages, and audience interaction of selected media

**Competency 2:** The student will apply pre-production techniques by:

1. Preparing a digital media pitch
2. Generating a budget and shooting schedule that considers the possibility of its production. Coordinating and securing locations for principal photography
3. Developing a substantive, well-researched production plan

**Competency 3:** The student will apply production techniques by:

1. Executing aesthetic, technical, and logistic choices that maximize audience appeal
2. Collaborating with project team members in a creative, multilingual environment
3. Implementing industry-standard film set protocols and safety procedures
4. Showing proficiency with production equipment

**Competency 4:** The student will apply post-production techniques by:

1. Formulating the post-production workflow of a digital media project to ensure a coherent and integrated story
2. Importing, editing, and exporting audio and video footage
3. Applying animation and graphic design principles to title sequences
4. Managing the timely output of deliverables that meet technical specifications

### **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Use computer and emerging technologies effectively
- Demonstrate an appreciation for aesthetics and creative activities