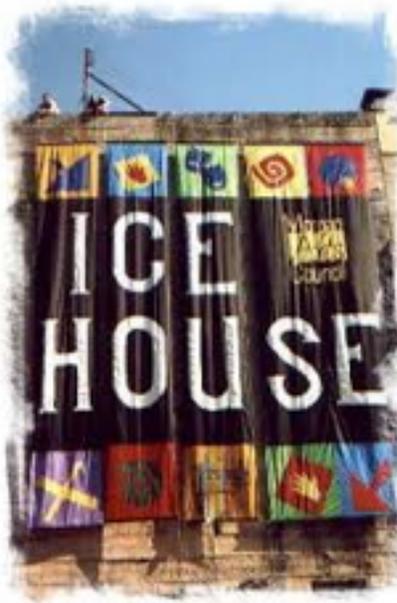


Digital Media Center for Community Engagement

Morgan Arts Council



Local Television with a Purpose

Your Community Digital Media Center

MAC's Digital Media Center for Community Engagement (MAC-DMC) serves the citizens of Morgan County by promoting the use of our online and local media channels and encouraging residents to produce original, thought-provoking, non-commercial content.

The long-standing mission of MAC-DMC is to enhance the unity and strength of the community by providing:

- A medium forum for the exchange of ideas on issues and topics of community interest
- A source for educational and training opportunities
- A facility to enhance artistic and creative expression

Whether you want to produce your own show or you'd just like to volunteer on someone else's, we have training programs so that you can learn the elements of production and how to use our equipment. We also have an intern program, which is designed for students who want a more structured, in-depth training in video production.

Core Courses

MAC-DMC offers certification courses in single camera filmmaking, studio production and video editing for its members. To take one of our classes, all you have to do is attend an orientation and pay course fees.



Sweat Equity

MAC-DMC will never turn away anyone based on economic factors. If you cannot pay for a course fee, MAC-DMC offers a *Sweat Equity* program equated to \$10 an hour. The Sweat Equity program allows members to volunteer their time instead of paying for membership and course fee. If a member wishes to volunteer rather than pay part (or all) of the fee, he/she must meet his/her committed hours before taking the course.

Orientation Class

Orientation is the first step to volunteering, taking courses, submitting content ideas, or anything else at MAC-DMC. Learn about the history of public access, our policies and procedures, and how you can become involved. Attending a free, two hour Orientation is required prior to getting enrolling in any of our courses.

Orientation classes are scheduled on the first Tuesday of each month. Please contact the training department to register at 304-258-2300.

MAC-DMC Courses

All MAC-DMC courses are scheduled monthly. Please contact the training department for class dates/times and to register. Upon successful completion of courses, you will receive a certificate in the area of study.

Studio Production

Learn to use studio cameras, microphones, recorders, and all other equipment needed to successfully create a television program. This intro class provides hands-on training in the operation of MAC-DMC's studio cameras and a basic overview of Studio A. By attending this course the participant becomes proficient enough to volunteer as a camera operator on studio shows produced at MAC-DMC and can begin to earn production experience. At the completion of the class and volunteer requirement, you will be certified as a camera operator for Studios A and remote productions. (Instructor: Jack Kelly)

Prerequisite: Orientation

2 session/2 hours each. Fee: MAC members: \$20.00 / Non-Members: \$25.00

Certification requires the completion of volunteering on 3 MAC-DMC shows. This course is a prerequisite for most TV Production classes.

Min. Students: 3. Max. Students: 6

Producers Workshop

For those interested in producing their own MAC-DMC shows, this 3 hour class provides the participants with information regarding the pre-production, production and post-production responsibilities of an MAC-DMC Producer. The class covers all key policies and procedures along with crew requirements which producers need to learn in order to become certified prior to any program submission. (Instructors: Jack Kelly and Ed Rabel)

Prerequisite: Studio Production, plus 3 hours of studio production

1 session/3 hour. MAC members: \$20.00 / Non-Members: \$25.00

Min. Students 2/Max. Students 6

Directors Workshop

Directing a studio production is an intensive but rewarding experience. The Director works with the Producer, leads the production crew and insures both the artistic and technical quality of the program. This workshop provides a detailed hands-on demonstration on the techniques of directing, including how to operate the studio switcher and how to effectively communicate with crew. (Instructor: Jack Kelly)

Prerequisite: Studio Production, plus 3 hours of studio production

1 session/2 hour. MAC members: \$20.00 / Non-Members: \$25.00

Min. Students 2/Max. Students 4

Writers Workshop

In this course you will learn to write brief, 30-second stories for broadcast. You will learn how to write to video footage that includes visual images and excerpts from interviews. The goal of this course is to build your skills as a writer whether for short form or long form scripts. (Instructor: Ed Rabel)

Prerequisite: Studio Production, plus 3 hours of studio production

1 session/2 hour. MAC members: \$20.00 / Non-Members: \$25.00

Min. Students 2/Max. Students 4

Journalism & Ethics Workshop

Ethical decision-making is as essential to a journalist's craft as interviewing, writing, editing, photography and design. In this course, you develop a process for making

ethical decisions – before you're faced with a tough call on deadline. It will help you identify and understand the ethical questions that can arise in any story you are working on. And it will give you the confidence to make those tough calls and defend your decisions to your editors, your colleagues and your audience. (Instructor: Kate Shunney)

Prerequisite: Studio Production, plus 3 hours of studio production

1 session/2 hour. MAC members: \$20.00 / Non-Members: \$25.00

Min. Students 2/Max. Students 4

EFP Workshop

Learn the key concepts of single-camera (EFP) production from pre-production planning to on-site preparation, all while learning how to use the Canon XF105 camcorder, sound equipment and portable lighting kit.

This class uses a mix of lectures with hands-on demonstration to teach students proper camerawork, lighting and audio recording techniques. This is a key course for those MAC DMC students interested in using MAC-DMC field equipment to produce on location shows, field interviews and/or documentary projects. Upon completion students are certified in the use of MAC-DMC's field camera equipment and accessories. Use of this equipment is authorized for volunteer purposes or for those working on their own approved MAC-DMC program.

Prerequisite: Producers or Directors Workshop

Required: 1 CF Card (Class 10 or higher)

1 session/3 hours. MAC members: \$20.00 / Non-Members: \$25.00

Certification requires the completion of a class project.

Min. Students: 3. Max. Students: 6.

FCP X Editing Certification

This hands-on course provides students with an introductory exposure to the core skills, workflows, and concepts involved in using Final Cut Pro X (10.1.3) You will learn its interface, how-to mix frame sizes and aspect ratios, video capturing, project management and audio mixing. Sessions are divided between demonstration and hands-on practice. (Instructor: Jack Kelly)

Prerequisite: Orientation session. Knowledge of basic computer non-linear video editing (iMovie, Premier Elements, Sony Movie Studio) is highly recommended.

Required: Students must have their own external hard-drives with video footage for the course.

3 sessions/2 hours each. MAC members: \$40.00 / Non-Members: \$50.00

Certification requires the completion of class project.

Min students: 1/Max students: 2.

Youth Summer Camps at the Ice House

Digital Storytelling!- (ages 12 and up including adults) 9am-5pm July (one week)

This workshop will focus on creating the "story" for original short films. Campers will learn all aspects of digital story telling from script writing to storyboarding, shooting and editing. Select films will be presented at the Morgan County Fair in July. Taught by Brice Williams and Margi Griffiths

Movie Magic - (ages 5 to 11) 9am - 12noon July (one week)

Campers will learn about the making of movies by acting in pre-written films and scenes. As able, they will run cameras and boom poles. MAC staff will work behind the scenes doing editing and post-production work. Select films will be presented at the Morgan County Fair in July. (Instructors: Brice Williams and Margi Griffiths)

Arts Integration - In-School Programming

Film and Technology - one week intensive set in the Morgan Public Schools. May (one week)

This one-week program for 6th graders designed in collaboration with the school teaching staff to introduce film media technology with a centralized theme. The theme for 2014-2015 is to be selected by the staff and students and includes interaction with all subjects across the entire grade related to the theme. A core group of 30 students learn the basic techniques of filming and video production, while the entire student body in core classes analyze song lyrics, create art, write essays and perform mathematical calculations as part of the video production. Cleveland also trains teachers on the basics of video production. The completed film is scheduled to debut at the Morgan County Fair. (Instructor: Shamus Cleveland)