

FREE CHAPEL COLLEGE

COMMUNICATIONS

COURSE DESCRIPTION

*This course offers each student the unique opportunity to work in the specific area of **Communications**. Students will work alongside Free Chapel's Communications department in the following areas:*

- *Graphic Design*
- *Marketing & Promotions*
- *Film & Video*
- *Team Leadership*
- *Web*
- *Social Media*
- *Photography*
- *Conference Planning*
- *Public Relations*
- *Campus Logistics*
- *Broadcast TV*
- *Publishing*

OBJECTIVES:

Understand the role of a strategic and practical communication leader in the following areas:

- 1) Communicating through Design**
 - a.** *Introduction to graphic design, web design, photography and social media*
 - b.** *Building a brand*
 - c.** *Creativity*
- 2) Communicating through Marketing**
 - a.** *Introduction to marketing, conference planning, public relations, advertising, social media marketing*
 - b.** *Advertising mediums*
 - c.** *Target marketing*
 - d.** *Digital social media marketing*
 - e.** *Conference planning*
- 3) Communicating through Video**
 - a.** *Capturing engaging video content for film and television*
 - b.** *Storytelling*
 - c.** *Preproduction, production, postproduction and live production processes*
- 4) Development & Application**
 - a.** *Team leadership*
 - b.** *Goal setting/time management*
 - c.** *Public speaking*
 - d.** *Resume writing/interviewing*

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WEEK / DATES	Course Name	Description
Term 1	Design	
Week 1	Orientation	<ul style="list-style-type: none"> - Welcoming new students - Team building activities
Week 2	Intro to Communication	<ul style="list-style-type: none"> - Intro to the communication industry
Week 3	Branding	<ul style="list-style-type: none"> - Culture, voice, creating brands
Week 4	Creative Process	<ul style="list-style-type: none"> - Using the creative process to solve problems
Week 5	Creative Design	<ul style="list-style-type: none"> - Discover design trends, translate, originate
Week 6	Photography	<ul style="list-style-type: none"> - Shot composition, technical aspects, shot lists, photo editing, Light Room basics
Week 7	Social Media	<ul style="list-style-type: none"> - Quotes, stories, captions, different types of posts
Week 8	Spring Break	<ul style="list-style-type: none"> - Spring Break Week
Week 9	Design Principles	<ul style="list-style-type: none"> - Design terms, fonts, color
Week 10	Photoshop	<ul style="list-style-type: none"> - Doc setup, menus, toolbars
Week 11	Practical Illustration	<ul style="list-style-type: none"> - Story boarding, concept sketching, digital vs. analog
Week 12	Illustrator	<ul style="list-style-type: none"> - Doc setup, menus, toolbars
Week 13	In Design	<ul style="list-style-type: none"> - Doc setup, menus, toolbars
Week 14	Web Design Principles	<ul style="list-style-type: none"> - Print vs. Web, front end, web fonts, web colors
Week 15	Final Design Project	<ul style="list-style-type: none"> - Designing book cover for JFM
Week 16	Final Design Project	<ul style="list-style-type: none"> - Designing book cover for JFM

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WEEK / DATES	Course Name	Description
Term 2	Marketing	
Week 1	Introduction to Marketing	- Fundamental understanding of marketing process
Week 2	Advertising Mediums	- Print, media, billboards, television, radio
Week 3	Target Marketing	- Determining medium use based on target audience
Week 4	Marketing Mini Project	- Applying marketing concepts
Week 5	Non Profit Public Relations	- Strategic communication, press releases, time and account management
Week 6	Digital Social Media Marketing	- Paid campaigns, audience selection, strategies, understanding results
Week 7	Email Marketing	- Email marketing strategies
Week 8	Marketing Budgets	- Strategies for creating a marketing budget
Week 9	Project Management	- Basecamp, email best practices, matrix development, communication, budgeting
Week 10	Conference Planning 1	- Project management basics, customer service, product placement, weekly tasks, pricing strategies
Week 11	Conference Planning 2	- In-depth look at planning involved during a conference
Week 12	Retail Management	- Inventory, budgets, customer service, product placement, pricing strategies
Week 13	Engaging Guests in a Compelling Culture	- Creating remarkable experiences for customers
Week 14	Church wide campaign	- Campaign summary, budget, matrix
Week 15	Church wide campaign	- Campaign summary, budget, matrix

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<i>WEEK / DATES</i>	<i>Course Name</i>	<i>Description</i>
<i>Term 3</i>	<i>Video/Film</i>	
<i>Week 1</i>	<i>Welcome/Team Development</i>	- <i>Welcoming new students and team building exercises</i>
<i>Week 2</i>	<i>Intro to film and screen writing</i>	- <i>Writing for film and video projects</i>
<i>Week 3</i>	<i>Documentary interviewing</i>	- <i>Conducting interviews and capturing great stories</i>
<i>Week 4</i>	<i>Service Video Production</i>	- <i>Integration of live services and television broadcast</i>
<i>Week 5</i>	<i>Broadcast Camera Operation</i>	- <i>Camera operation for broadcast audience</i>
<i>Week 6</i>	<i>Television Broadcasting</i>	- <i>Creating a compelling television broadcast</i>
<i>Week 7</i>	<i>Video Preproduction</i>	- <i>Setting up and executing a video project</i>
<i>Week 8</i>	<i>Video Production 1</i>	- <i>On-location audio/lighting/camera operation</i>
<i>Week 9</i>	<i>Video Production 2</i>	- <i>Producing quality audio for video</i>
<i>Week 10</i>	<i>Video Color Grading</i>	- <i>How to correct color and color for creative effect</i>
<i>Week 11</i>	<i>Video Post-production</i>	- <i>Overview of editing process</i>
<i>Week 12</i>	<i>Video Post-production 2</i>	- <i>Editing and motion graphics</i>
<i>Week 13</i>	<i>Live Event Video Coverage</i>	- <i>Covering and editing footage at live events</i>
<i>Week 14</i>	<i>Final Video Project</i>	- <i>Team short film</i>
<i>Week 15</i>	<i>Final Video Project</i>	- <i>Team short film</i>

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<i>WEEK / DATES</i>	<i>Course Name</i>	<i>Description</i>
Term 4	Development & Application	
<i>Week 1</i>	<i>Team Leadership 1</i>	- <i>What makes a great team leader?</i>
<i>Week 2</i>	<i>Team Leadership 2</i>	- <i>5 Levels of Leadership</i>
<i>Week 3</i>	<i>Goal Setting</i>	- <i>Goal setting strategies</i>
<i>Week 4</i>	<i>Time Management 1</i>	- <i>Focusing time to maximize productivity</i>
<i>Week 5</i>	<i>Time Management 2</i>	- <i>Focusing time to maximize productivity</i>
<i>Week 6</i>	<i>Public Speaking 1</i>	- <i>Effective communication</i>
<i>Week 7</i>	<i>Public Speaking 2</i>	- <i>Effective communication</i>
<i>Week 8</i>	<i>Resume Writing 1</i>	- <i>Creating a communication's focused resume</i>
<i>Week 9</i>	<i>Resume Writing 2</i>	- <i>Creating a communication's focused resume</i>
<i>Week 10</i>	<i>Winning Interviews</i>	- <i>Preparing for job interviews</i>
<i>Week 11</i>	<i>Winning Interviews</i>	- <i>Preparing for job interviews</i>
<i>Week 12</i>	<i>Final Communication Project</i>	- <i>Team Campaign</i>
<i>Week 13</i>	<i>Final Communication Project</i>	- <i>Team Campaign</i>
<i>Week 14</i>	<i>Final Communication Project</i>	- <i>Team Campaign</i>
<i>Week 15</i>	<i>Final Communication Project</i>	- <i>Team Campaign</i>