

AMERICAN UNIVERSITY DISCOVER THE WORLD OF COMMUNICATION ONLINE

2020



INNOVATIVE ONLINE SUMMER PROGRAM FOR HIGH SCHOOL STUDENTS:

American University's School of Communication's Discover the World of Communication Online program offers nine hands-on non-credit classes from the comfort of your home or wherever you are in the world. A 1-credit online Public Speaking course can enhance and complete the summer experience. In 2019, high school students from 19 countries, 2 territories, and 35 states, participated in Discover the World of Communication.

ABOUT THE SCHOOL OF COMMUNICATION:

American University's School of Communication is a laboratory for professional education, communication research, and innovative production in the fields of journalism, film and media arts, and public communication. Students get experience working across media platforms with a focus on public affairs and service.

DISCOVER THE WORLD OF COMMUNICATION ONLINE:

Discover the World of Communication Online is open to students ages 13–19. Our asynchronous online classes are taught by American University School of Communication faculty as well as experts and professionals in their fields. Learn to build a digital portfolio, write a script, shoot and edit a film, write a news story like a pro, speak with confidence, persuade, inform, educate and entertain.

2020 ONLINE OFFERINGS

INTERNATIONAL COMMUNICATION

COMM-070-141 Fee: \$350

We are in a 24/7 world. And with that comes the art of communication. Whether you are a company, a media outlet, a foreign government or a non-governmental agency (NGO), learning how to communicate and articulate your message is crucial. This class will help you understand the importance of recognizing differences around the globe and how to communicate effectively.

THE GOOD, THE BAD & THE UGLY FILMS

COMM-070-142 Fee: \$350

Are there really good, bad and downright ugly films? The American Film Institute has a top 100 films list which would mean that yes there are some good films out there. However, everyone has their own opinion and someone's favorite film might be a trash film to someone else. Together we will find out what truly makes a good film, a bad film and maybe even an "it is so bad it is a good film"!

VISUAL LITERACY IN ACTION

COMM-070-143 Fee: \$350

Learn the basics of visual design and put the concepts into action through the creation of a photo essay, Lumiere style film, painting to life video, video mashup, self- portrait video, random generated word visual and more.

SCRIPTWRITING AND VIDEO PRODUCTION

COMM-070-144 Fee: \$350

Writer. Producer. Cinematographer. Director and Editor. You get to do it all in this course. Write an original short script. Produce a video, including shooting, sound recording and nonlinear editing. Learn the basics of proper film composition, lighting and the entire process from pre to post-production. Use a variety of free online resources to assist in the editing of your film.

SCREENWRITING: HOLLYWOOD THREE-ACT STRUCTURE

COMM-070-145 Fee: \$350

Write a short-form narrative film screenplay using the standard three-act Hollywood movie structure. Transform a story idea into eye-grabbing log lines, thirty-second elevator pitches and a short professionally structured screenplay with snappy dialogue, distinct character profiles and strong visual scenes. Top screenplay from Online Summer 2020 will be made into a film during DWC Summer 2021 in Washington, D.C. (with permission from the student screenwriter).



PROFESSIONAL NEWSWRITING AND REPORTING

COMM-070-146 Fee: \$350

Learn to write like the pros! Each of the seven modules will introduce professional skills and build off of the previous lessons. The course will culminate with an investigative news story from each student that is worthy of publication on a professional news site. Students will also learn tips and tricks from professional journalists who will join our sessions. Join us for a fun and exciting workshop that will provide you with a resume-worthy news article.

PROFESSIONAL VIDEO STORYTELLING

COMM-070-147 Fee: \$350

Turn your creative storytelling ideas into professional looking videos! Students will learn to combine video, audio and words to tell compelling stories. The seven modules will introduce students to professional practices when it comes to communicating a message through video. In addition to the skills covered in the workshop, students will also hear from professional journalists who will join our sessions. By the end of the sessions, each student will create a short, resume-worthy video.

PODCASTING 101

COMM-070-148 Fee: \$350

Learn techniques of great podcasting from award-winning professionals while also learning how to make the most of this versatile medium and conduct artful interviews. The result of this dynamic virtual interactive experience? Your own pilot episode of a podcast navigating a topic of your own choosing.

FLASH FICTION WRITING

COMM-070-149 Fee: \$350

Learn to write vibrant, concise stories in this virtual interactive course. Explore the genre of flash fiction and tap into your creativity through free-writing exercises. Polish your work through effective word choice, self-editing, and strengthen the emotional core of your story. Meet and interview published Flash Fiction Writers. We'll workshop and critique your final pieces in class.





COLLEGE CREDIT THROUGH DISCOVER THE WORLD ONLINE: PUBLIC SPEAKING

PUBLIC SPEAKING is a critical component of successful leaders. In today's world, the ability to present one's thoughts clearly is key to success. Whether one chooses to become a doctor, lawyer or teacher, join the Peace Corps or work in a Fortune 500 company, understanding the value of storytelling and public speaking will differentiate one from one's colleagues and peers. The focus of this course will be on preparation, examination, organization, and delivery aspects of public speaking. The skills students build will also be applicable to other areas of the students' life. After the DWC campus experience, students will participate in the course via AU's online platform: Blackboard. Students will utilize multimedia and interactive approaches to learning – including short online lectures, viewing and analyzing speeches and presentations, writing, recording, viewing and critiquing the speeches students give and uploading them to Blackboard. *Special Tuition Rate \$850.00*

WHY THE SCHOOL OF COMMUNICATION?

- **FACULTY:** More than a dozen faculty members have extensive international experience as journalists, photojournalists, and documentary filmmakers as well as consultants in public diplomacy, human rights, online media, and investigative journalism.
- **STUDENTS:** The School of Communication has approximately 15% international students each academic year.
- **SPECIAL CENTERS:** The School of Communication's Center for Social Media is the intellectual hub for the Ford Foundation's five-year, \$50 million effort to rethink public media, while the Center for Environmental Filmmaking gives students a chance to work on professional productions for the Smithsonian, U.S. Park Service, and other organizations. The School of Communication's Investigative Reporting Workshop is the only university research center in the world examining new models for enabling and disseminating investigative reporting. It serves as a laboratory "incubator" to develop new economic models and techniques for conducting and delivering investigative journalism. The Foreign Correspondence Network's mission is to help students contribute to the free flow of information and to participate in the international dialogue that is foreign correspondence.



ACCREDITATION:

The School of Communication's journalism and public communication programs are recognized by the Accrediting Council on Education in Journalism and Mass Communication. Its film program is one of only 15 in the United States invited to join CILECT, the International Association of Film and Television Schools.

INTERNATIONAL CHARACTERISTICS:

Several School of Communication faculty work extensively in international areas: Joe Campbell (Journalism, former AP foreign correspondent); Bill Gentile (photo and video journalist, covering conflicts in Nicaragua, Iraq, and Afghanistan); Rhonda Zaharna (Public Diplomacy); Brigid Maher (filmmaker completing work featuring female Muslim clerics); and, Leena Jayaswal (photographer and filmmaker who has documented the lives of women in India).

COST OF ATTENDANCE IN DISCOVER THE WORLD OF COMMUNICATION:

Each non-credit online class for 2020 is \$350. Students typically participate in 4-5 online classes. The add-on 1 college credit online Public Speaking course is offered at a reduced American University Tuition Rate of \$850. Every student who completes all 10 of the American University Discover the World of Communication Online Classes will be entered into a lottery to win a 12-day Discover the World of Communication pre-college experience, including room and board at American University in Washington, D.C. for Summer 2021. Value \$3650.00.

Additional information can be found at www.american.edu/soc/discover

or by calling 001-202-885-2098.

FOR MORE INFORMATION:

SARAH MENKE-FISH

Assistant Dean, Experiential Learning
Assistant Professor, School of Communication
Director, Discover the World of Communication
001-202-885-2098
audiscover@american.edu
audiscover.org

