

COMMUNICATION & CREATIVE ARTS PRACTICUM

Southeastern University at Lifesong Church

OVERVIEW & PURPOSE

To help students explore and understand the scope of the creative design and communication by offering a unique opportunity to work alongside the Creative Department of Lifesong Church.

Learning Outcomes

- Understand the basic technical aspects of the following areas:
 - Graphic Design
 - Video Production
 - Communication & Marketing
- Understand and gain exposure leadership within the Communication and Creative Arts field
- Understand the strategic and transformative value of Communication and the Creative Arts

Student Project: *Students develop a social media marketing campaign across various platforms utilizing both still graphic and video elements and a 1,000 word essay explaining the design methods, audience, and strategy behind the campaign.*

Week 1-2 - An Orientation to Creativity & Communication

Monday - 9am-12:00pm

- 9:00am-10:30am - SEU Chapel & Devotions
- Orientation & Q&A w Pastor Dale Kline and Pablo Rivera
 - a. Flow of Practicum: Graphic Design, Video Production, and Communications & Marketing
 - b. Project Overview

Wednesday - 9am-12:00pm

- 9:00am-10:30am
- 10:30am-12:00pm - God as Creative Communicator
 - a. The creative nature of God in nature and His interaction with humanity in Scripture.
 - b. The Biblical foundations and mandates for creativity, communication, & story-telling
 - c. The power of story and provide an overview of the story-telling process.

Monday - 9:00am-12:00pm

- 9:00am-10:30am - SEU Chapel & Devotions
- 10:30am-12:00pm - Practicum Lab: Application of story-telling process
 - a. Planning “Your SEU Story” Presentation
 - b. Draft “Your SEU Story” Presentation

Wednesday - 9:00am-12:00pm

- 9:00am-10:30am - Practicum Class: *“Your SEU Story” Presentation*
 - a. Presentations & Feedback
 - b. Collective Conversations on Design & Improvement
- 10:30am-12:00pm - Practicum Lab 2 (Development Focus: Collective Creativity)
 - a. Task A: Select and collectively improve & design “Your SEU Story”
 - b. Task B: Capture “Your SEU Story” raw images and video

Week 3-6 - Graphic Design

Monday - 9:00am-12:00pm

- 9:00am-10:30am - SEU Chapel & Devotions
- 10:30am-12:00pm - Practicum Lab 1 (Development Focus: The Creative Impact)
 - a. Task A: Weekly Close-Out & Review of Sunday Creative Efforts
 - b. Task B: Task B: Capture “Your SEU Story” raw images and video (Reshoot)

Wednesday - 9:00am-12:00pm

- 9:00am-10:30am - Practicum Class: *Design Styles & Basics of Graphic Design*
 - a. Art Theory
 - b. Color Theory
 - c. Typography
- 10:30am-12:00pm - Practicum Lab 2 (Development Focus: Design Style Application)
 - a. Organizational Brand & Identity
 - b. Task A: Skill Share course
 - c. Task B: Find 3 examples each of 5 various design styles applied in modern settings

Monday - 9:00am-12:00pm

- 9:00am-10:30am - SEU Chapel & Devotions
- 10:30am-12:00pm - Practicum Lab 1 (Development Focus: Design Style Critique)
 - a. Task A: Weekly Close-Out & Review of Design Style in Lifesong Creative Assets
 - b. Task B: Discussion on design style examples from Wednesday

Wednesday - 9:00am-12:00pm

- 9:00am-10:30am - Practicum Class: *Tool Familiarization*
 - a. Your Software & You
 - b. Best applications and practices: Photoshop, Procreate, & More
 - c. Teaching yourself: Online tutorials, mentors, and benchmarks
- 10:30am-12:00pm - Practicum Lab 2 (Development Focus: Tool Familiarization Applied)
 - a. Task A: Skill Share course
 - b. Task B: Practical Exercise

Monday - 9:00am-12:00pm

- 9:00am-10:30am - SEU Chapel & Devotions
- 10:30am-12:00pm - Practicum Lab 1 (Development Focus: Tool Familiarization Critique)
 - a. Task A: Weekly Close-Out & Review of Graphic Design in Lifesong Creative Assets
 - b. Task B: Expert Q&A with Michelle Vanderford

Wednesday - 9:00am-12:00pm

- 9:00am-10:30am - Practicum Class: *Advanced Tools & Legal Concerns*
 - a. Capturing, editing, and using outside assets
 - b. Copyright and trademark concerns
- 10:30am-12:00pm - Practicum Lab 2 (Development Focus: Advanced Tools Applied)
 - a. Task A: Skill Share course
 - b. Task B: Practical Exercise

Monday - 9:00am-12:00pm

- 9:00am-10:30am - SEU Chapel & Devotions
- 10:30am-12:00pm - Practicum Lab 1 (Development Focus: Advanced Tools Critique)
 - a. Weekly Close-Out & Review of Advance Tools and Legal Concerns in Lifesong Creative Assets
 - b. Task B: Block Project: *Producing the Image*

Wednesday - 9:00am-12:00pm

- 9:00am-10:30am - Practicum Lab 2 (Development Focus: *Editing the Image*)
- 10:30am-12:00pm - Practicum Class: *Finalizing the Design*
 - a. Hands On Design Coaching
 - b. Publishing for Digital and Print Media

Week 7-10 - Video Production

Monday - 9:00am-12:00pm

- 9:00am-10:30am - SEU Chapel & Devotions
- 10:30am-12:00pm - Practicum Lab 1 (Development Focus: Transition to Video Production)
 - a. Task A: Presentation of Final Graphic Design Image
 - b. Task B: Ministry Area Weekly Close-Out & Review of Current Video Assets/Projects

Wednesday - 9:00am-12:00pm

- 9:00am-10:30am - Practicum Class: *Basics of Video Production: How to Tell the Story*
 - a. The Story Through a Lens
 - b. The Power of Moments
- 10:30am-12:00pm - Practicum Lab 2 (Development Focus: Applying Production Basics)
 - a. Task A: Skill Share Course & Ted Talk
 - b. Task B: Review & Critique 2 instructor specified videos & 1 student selection

Monday - 9:00am-12:00pm

- 9:00am-10:30am - SEU Chapel & Devotions
- 10:30am-12:00pm - Practicum Lab 1 (Development Focus: Production Tool Basics)
 - a. Task A: Tool Familiarization: Final Cut
 - b. Task B: Tool Familiarization: Adobe Premier

Wednesday - 9:00am-12:00pm

- 9:00am-10:30am - Practicum Class: *Selecting & Editing Footage To Tell A Story*
 - a. Elements of an effective video clip
 - b. Effective use of audio and graphic overlays and inserts
- 10:30am-12:00pm - Practicum Lab 2 (Development Focus: Footage Selection Applied)
 - a. Task: Find and recommend 3 clips for upcoming production requirement.

Monday - 9:00am-12:00pm

- 9:00am-10:30am - SEU Chapel & Devotions
- 10:30am-12:00pm - Practicum Lab 1 (Development Focus: Footage Selection Critique)
 - a. Task A: Weekly Close-Out & Review of Lifesong Creative Video Assets
 - b. Task B: Expert Q&A with Pablo Rivera

Wednesday - 9:00am-12:00pm

- 9:00am-10:30am - Practicum Class: *Color Grading & Advanced Video Editing*
 - a. Review of Color Theory
 - b. Advanced tools in Final Cut & Adobe Premier
- 10:30am-12:00pm - Practicum Lab 2 (Development Focus: Color Grading Applied)
 - a. Task A: Skill Share course
 - b. Task B: Practical Exercise

Monday - 9:00am-12:00pm

- 9:00am-10:30am - SEU Chapel & Devotions
- 10:30am-12:00pm - Practicum Lab 1 (Development Focus: Advanced Tools Critique)
 - a. Weekly Close-Out & Review of Advance Tools in Lifesong Creative Assets
 - b. Block Project: *Producing the video (Ideation & Story Boarding)*

Wednesday - 9:00am-12:00pm

- 9:00am-10:30am - Practicum Lab 2 (Development Focus: Selecting & Editing the Footage)
- 10:30am-12:00pm - Practicum Class: *Finalizing the Video Project*
 - a. Hands-On Production & Editing Coaching
 - b. Post-production Considerations for Varying Environments

Week 11-14 - Communications & Marketing

Monday - 9:00am-12:00pm

- 9:00am-10:30am - SEU Chapel & Devotions
- 10:30am-12:00pm - Practicum Lab 1 (Development Focus: Transition to Communications)
 - a. Task A: Presentation of Final Video Project
 - b. Task B: Weekly Close-Out & Review of Current Lifesong Communication Initiatives

Wednesday - 9:00am-12:00pm

- 9:00am-10:30am - Practicum Class: *Basics of Communication*
 - a. Knowing Your Audience
 - b. Choosing the Tools to Hit the Target

- 10:30am-12:00pm - Practicum Lab 2 (Development Focus: Applying the Basics)
 - a. Task A: Ted Talk
 - b. Task B: Case Studies

Monday - 9:00am-12:00pm

- 9:00am-10:30am - SEU Chapel & Devotions
- 10:30am-12:00pm - Practicum Lab 1 (Development Focus: Critiquing the Basics)
 - a. Task A: Ministry Area Weekly Close-Out & Review of Lifesong Messaging
 - b. Task B: Analysis of Upcoming Communication Focus for SEU @ Lifesong

Wednesday - 9:00am-12:00pm

- 9:00am-10:30am - Practicum Class: *The Brand & The Voice*
 - a. Copywriting & Organizational Grammar
 - b. Variance due to communication medium and platform
- 10:30am-12:00pm - Practicum Lab 2 (Development Focus: The Voice Applied)
 - a. Task A: Review *The Lifesong Voice*
 - b. Task B: Review *APA Style Guide*

Monday - 9:00am-12:00pm

- 9:00am-10:30am - SEU Chapel & Devotions
- 10:30am-12:00pm - Practicum Lab 1 (Development Focus: The Voice Critiqued)
 - a. Task A: Ministry Area Weekly Close-Out & Review of Lifesong Messaging
 - b. Task B: Q& A with Strategic Communications & Creative Request Panel

Wednesday - 9:00am-12:00pm

- 9:00am-10:30am - Practicum Class: *Social Media Platforms & Engagement*
 - a. Public Relations & Social Media
 - b. Algorithmic Tools in Social Media
 - c. The Brand & the Voice on Social Media
- 10:30am-12:00pm - Practicum Lab 2 (Development Focus: Applying Social Media)
 - a. Task A: "Pokemon GO" and other Case Studies
 - b. Task B: Ted Talk
 - c. Task C: Skill Share Course

Monday - 9:00am-12:00pm

- 9:00am-10:30am - SEU Chapel & Devotions
- 10:30am-12:00pm - Practicum Lab 1 (Development Focus: Social Media Critique)
 - a. Weekly Close-Out & Review of Lifesong Communications & Social Media
 - b. Block Project: *Creating a Social Media Campaign*

Wednesday - 9:00am-12:00pm

- 9:00am-10:30am - Practicum Lab 2 (Development Focus: *Editing the Image*)
- 10:30am-12:00pm - Practicum Class: *Finalizing & Scheduling the Campaign*
 - c. Hands On Coaching
 - d. Budgeting & Platform Selection