

# 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*

# FREE CHAPEL COLLEGE

## COMMUNICATIONS

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

# FREE CHAPEL COLLEGE

## COMMUNICATIONS

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

# FREE CHAPEL COLLEGE

## COMMUNICATIONS

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

# FREE CHAPEL COLLEGE

## COMMUNICATIONS

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