



# FALL 2020 COURSE CATALOG

## MCM Youth Media Academy

The MCM Youth Media Academy is a collection of media courses offered by Montgomery Community Media that are designed to engage youth in quality media instruction tailored to their age group. Each course is taught by an industry professional with experience facilitating youth-centered courses.

Homeschooled and Montgomery County public school students who participate in our media academy will be invited to earn their SSL hours working on MCM member-produced shows once completing their first course. Registrants are encouraged to register early for courses to ensure they will be offered. We may cancel classes with an enrollment of less than four people.

Not a member? Email us at [nkerman@mymcmedia.org](mailto:nkerman@mymcmedia.org) to learn how to become one. Members receive discounts when registering for classes.



The poster features an orange background with three stylized illustrations of young people: a boy thinking, a girl looking at a phone, and a boy looking at a phone. Below the illustrations are icons for a microphone, a phone, and a video camera. The text on the poster includes the title 'MCM YOUTH MEDIA ACADEMY' in yellow, the course title 'DEVELOPING YOUR AWESOME WEB SERIES IDEA' in blue, the schedule 'Wednesdays, at 3pm-5pm October 7-28, 2020' in white, and the pricing '\$75 MCM Youth Members \$100 Non-members AGES 13-17' in white. The MCM logo is in the bottom right corner.

**MCM YOUTH  
MEDIA ACADEMY**

**DEVELOPING  
YOUR AWESOME  
WEB SERIES IDEA**

Wednesdays, at 3pm-5pm  
October 7-28, 2020

\$75 MCM Youth Members  
\$100 Non-members  
**AGES 13-17**

**mcm**  
montgomery community media  
mymcmmedia.org

### **Developing Your Awesome Web Series Idea (Ages 13-17)**

This class is taught via Zoom. Have you always wanted to create a simple web series for YouTube? In this course, learn what are some things you need to consider and put into play in order to develop your idea from page to screen. Participants must have reliable internet access and a computer to participate actively in this virtual class. Students will not be required to do any filming or recording for this class. The class curriculum will focus on idea development, understanding the elements of a web series, and analyzing different popular web shows to identify the aspects that attract and keep an audience. By the end of the class, participants will have developed their web series idea and created the storyboard for their first episode.

**Location:** Online

**Length:** This class meets on Wednesdays at 3pm-5pm starting Oct. 7-Oct. 28

**Instructor:** Derek White, MCM Multi-Media Education Coordinator

**Registration Link:**

<https://www.eventbrite.com/e/developing-your-awesome-web-series-idea-tickets-122117493711>



**MCM YOUTH  
MEDIA ACADEMY**

**SHOOTING YOUR  
SHORT FILM ON  
YOUR PHONE, TABLET  
OR DSLR**

Tuesdays, at 3pm-5pm  
October 27-November 17, 2020

\$75 MCM Youth Members  
\$100 Non-members  
**AGES 13-17**



**Shooting a Short Film on Your Phone, Tablet or DSLR (Ages 13-17)**

This class is taught via Zoom. This fun class teaches the basics in creating a film with a smartphone, tablet or DSLR. The class will emphasize how to tell a story through visual media. Students will choose one device that they already own that they will use throughout the class to complete short film projects during this class. This class will focus on shooting and basic editing using Wondershare Filmora. This class will focus on moving a project from conception to completion. On the last day of the class, participants will share their film project with the class. This class is recommended for high school students interested in building a portfolio of media projects.

**Location:** Online

**Length:** This class meets on Tuesdays at 3pm-5pm starting Tuesday, Oct. 27-Tuesday, Nov. 17

**Instructor:** Derek White, MCM Multi-Media Education Coordinator

**Registration Link:**

<https://www.eventbrite.com/e/shooting-your-short-film-on-your-phone-tablet-or-dslr-tickets-122123212817>

A colorful illustration on a red background shows three young people: one wearing a blue jacket and headphones, another holding a camera, and a third holding a smartphone. A laptop is also visible. To the right, the text reads "MCM YOUTH MEDIA ACADEMY" in yellow, "PRODUCING YOUR OWN WEB SERIES" in blue, and "Wednesdays, at 3pm-5pm November 4-December 2, 2020" in white. Below the illustration, on a blue background, are the prices "\$75 MCM Youth Members" and "\$100 Non-members" in white, followed by "AGES 13-17" in bold white. The MCM logo is in the bottom right corner.

**MCM YOUTH  
MEDIA ACADEMY**

**PRODUCING  
YOUR OWN  
WEB SERIES**

Wednesdays, at 3pm-5pm  
November 4-December 2,  
2020

\$75 MCM Youth Members  
\$100 Non-members  
**AGES 13-17**

**mcm**  
montgomery community media  
mymcmmedia.org

### **Producing Your Web Series (Ages 13-17)**

This class is taught via Zoom. Do you have a web series idea that you have developed and are now ready for production for under \$50? In this course, students will take their developed idea and learn each necessary step needed to produce their web series for broadcast. Students will learn about optimal cameras for a web series, budgeting, forming a cast and crew, planning a production schedule, and attracting an audience. By the end of the class, students will have the production plan necessary to begin shooting their first episode. Participants must have reliable internet access and a computer to participate actively in this virtual class.

**Location:** Online

**Length:** This class meets on Wednesdays at 3pm-5pm starting Nov. 4-December 2, 2020 (No class on November 11th)

**Instructor:** Derek White, MCM Multi-Media Education Coordinator

**Registration Link:**

<https://www.eventbrite.com/e/producing-your-web-series-tickets-122126129541>



**MCM YOUTH  
MEDIA ACADEMY**

**EDITING YOUR  
FILM/VIDEO  
PROJECT**

Wednesdays, at 3pm-5pm  
December 9-16, 2020

\$75 MCM Youth Members  
\$100 Non-members  
**AGES 13-17**



### **Editing Your Film/Video Project (Ages 13+)**

This class is taught via Zoom. Students will learn how to use the Wondershare Filmora Editing App to edit a film/video project. This class is a super choice for students interested in creating a web series, short film or more interactive media for Instagram, Tik Tok and other social media spaces. Participants must have Wondershare Filmora Editing App downloaded on their computer to participate in this virtual course. The instructor will assign projects that students will work on during the duration of the course. Participants must have a reliable internet access and computer to participate in this class.

**Location:** Online

**Length:** This class meets on Wednesdays at 3pm-5pm from Dec. 9- Dec. 16, 2020.

**Instructor:** Derek White, MCM Multi-Media Education Coordinator

**Registration Link:**

<https://www.eventbrite.com/e/editing-your-filmvideo-project-with-wondershare-filmora-tickets-122128542759>



## MCM Adult and Mixed-Ages Media Classes

Montgomery Community Media classes for adults and mixed-age groups are interactive courses intended to help students build media skills and help MCM members prepare to create digital content for broadcast on the internet and on cable stations 19 and 21.

Classes are taught by industry professionals and have limited capacity.

MCM Members must have completed the MCM Orientation prior to enrollment in our media classes. Please check [our website](#) for the next scheduled orientation class. Not a member? Email us at [mkerman@mymcmedia.org](mailto:mkerman@mymcmedia.org) to learn how to become one.

Members receive discounts when registering for classes.

Registrants are encouraged to register early for courses to ensure they will be offered.

We may cancel classes with an enrollment of less than four people.

### Four-Day Classes



## DEVELOPING YOUR WEB SERIES OR TELEVISION SHOW IDEA

Thursdays, at 6pm-8pm  
October 8-29, 2020



### **Developing an Idea for a Web Series or Television Show (Ages 18+)**

This class is taught via Zoom. Are you interested in creating content for broadcast on cable television or the internet? MCM manages cable channels 19 and 21 in Montgomery County, and we want to help you create content for those channels. This

class is a great start. In this course, learn what are some things you will need to develop your idea from page to screen. Students may be assigned simple projects that require filming or recording on a smartphone, via Zoom or with a DSLR for this class. The instructor will ask you before assigning projects what resources you have access to. The class curriculum will focus on idea development, understanding the elements of a web series, and analyzing different popular web shows to identify the aspects that attract and keep an audience. By the end of the class, participants will have developed their web series idea and created the storyboard for their first episode. Participants must have reliable internet access and a computer to participate actively in this virtual class.

**Location:** Online

**Prerequisites:** Orientation for MCM Members

**Length:** This class meets on Thursdays at 6pm-8pm starting Oct. 8-Oct. 29

**Instructor:** Derek White, MCM Multi-Media Education Coordinator

**Registration Link:**

<https://www.eventbrite.com/e/developing-your-web-series-or-television-show-idea-tickets-122131848647>



## EDITING WITH ADOBE PREMIERE PRO

(for Beginners)

Mondays, at 6pm-8pm  
October 12-November 2,  
2020



### Editing with Adobe Premiere Pro (for beginners) (Ages 15+)

This class is taught by a live instructor via Zoom. Students will learn how to use the Adobe Premiere Pro to edit a film/video project. This class is a super choice for students interested in creating a web series, short film or television content for MCM cable channels 19 and 21. Participants must have Adobe Premiere Pro downloaded on their

computer to participate in this virtual course. The instructor will assign projects that students will work on during the duration of the course. Participants must have a reliable internet access and computer to participate in this class. Course topics include: Importing and Organizing Footage, Creating Titles and Credit Roll, Editing and Importing Audio, and More! Participants who take this course will receive a certification that will allow them to utilize our MCM editing suite when our studios reopen.

**Location:** Online

**Prerequisites:** Orientation for MCM Members

**Length:** This class meets on Mondays from 6pm-8pm starting Oct. 12-Nov. 2.

**Instructor:** Linda Lawson, MCM Media Professional

**Registration Link:**

<https://www.eventbrite.com/e/editing-with-adobe-premiere-pro-for-beginners-tickets-122134929863>



## PRODUCING YOUR WEB SERIES, SHORT FILM, OR TV SHOW

Thursdays, at 6pm-8pm  
November 5-December 3,  
2020



### Producing Your Web Series, Short Film or Television Show (Ages 18+)

This class is taught via Zoom. Do you have a media project idea that you have developed and are now ready to produce? In this course, students will take their developed idea and learn each necessary step needed to produce their media project for broadcast. Students will learn about optimal cameras for their web project, the importance of budgeting, how to form a cast and crew, planning a production schedule, and attracting an audience. By the end of the class, students will have the production



plan necessary to begin shooting their first episode. Students who wish to air their show on MCM's cable channels will learn how to create a virtual treatment form to begin production with MCM. Participants must have reliable internet access and a computer to participate actively in this virtual class.

**Location:** Online

**Prerequisites:** Orientation for MCM Members

**Length:** This class meets on Thursdays at 6pm-8pm starting Nov. 5-Dec. 3 (No class November 24th)

**Instructor:** Derek White, MCM Multi-Media Education Coordinator

**Registration Link:**

<https://www.eventbrite.com/e/producing-your-own-web-series-short-film-or-television-show-tickets-122139772347>

## SHOOTING A SHORT FILM ON YOUR PHONE, TABLET OR DSLR

Tuesdays, at 6pm-8pm  
November 10-December 1,  
2020



### Shooting a Short Film on Your Phone, Tablet or DSLR (Ages 18 +)

This interactive class teaches the basics in creating a film with a smartphone, tablet or DSLR. The class will emphasize how to tell a story through visual media. Students will choose one device that they already own that they will use throughout the class to complete short film projects during this class. This class will focus on shooting and basic editing using Adobe Premiere Pro. Participants are encouraged to have this editing program downloaded by the start of class. This class will focus on moving a project from conception to completion. On the last day of the class, participants will share their short film project with the class.

**Location:** Online

**Prerequisites:** Orientation for MCM Members

**Length:** This class will take place on Tuesdays at 6pm-8pm starting Nov. 10-Dec. 1

**Instructor:** Derek White, MCM Multi-Media Education Coordinator

**Registration Link:**

<https://www.eventbrite.com/e/shooting-a-short-film-on-your-phone-tablet-or-dslr-tickets-122141230709>

## **One & Two-Day Classes**



## **EDITING WITH ADOBE PREMIERE PRO**

Wednesdays, at 6pm-8pm  
October 14-21, 2020

for Intermediate &  
Advanced Users

### **Editing with Adobe Premiere Pro (for Intermediate and Advanced Users) (Ages 15+)**

This class is taught by a live instructor via Zoom. Participants who take this course will receive a certification that will allow them to utilize our MCM editing suite when our studios reopen. Students who are already familiar with Adobe Premiere Pro will broaden skills when using the program to edit a film/video project. This class is a super choice for students interested in creating a web series, short film or television content for MCM cable channels 19 and 21. Participants must have Adobe Premiere Pro downloaded on their computer to participate in this virtual course. The instructor will assign projects that students will work on during the duration of the course. Participants must have a reliable internet access and computer to participate in this class. Course topics include:

Integrating Music into the Project, Color Correction, Techniques to Minimizing Editing Errors, and More!

**Location:** Online

**Prerequisites:** Orientation for MCM Members

**Length:** This class takes place on Wednesdays, from 6pm-8pm starting Oct. 14- Oct. 21 6pm-8pm

**Instructor:** Linda Lawson, MCM Media Professional

**Registration Link:**

<https://www.eventbrite.com/e/editing-with-adobe-premiere-pro-for-intermediate-advanced-users-tickets-122137222721>



**EDITING WITH ADOBE  
PREMIERE PRO  
BOOTCAMP  
(BASIC REFRESHER)**

Saturday, November 7th  
10 AM - 3 PM (with lunch break)

**mcm**  
montgomery community media  
mymcmmedia.org

### **Editing with Adobe Premiere Pro Bootcamp (Basic Refresher) (Ages 15+)**

This class is taught by a live instructor via Zoom. In this fast pace class, beginner level students will be refreshed on working with timelines, transitions, effects, and layering. Students will focus on reviewing their skills in media and project management, digital storytelling and all the technical bells and whistles like tools, transitions, text creation and manipulation, adding music and more! Participants must have a reliable internet access and computer to participate in this class.

**Location:** Online

**Prerequisites:** Basic Understanding of Adobe Premiere Pro, Orientation for MCM Members

**Length:** This class takes place on Saturday, November 7th from 10 am - 3 pm (with lunch break)

**Instructor:** Linda Lawson, MCM Media Professional

**Registration Link:**

<https://www.mymcmmedia.org/class/editing-with-adobe-premiere-pro-bootcamp-basic-refresher/>



## EDITING WITH ADOBE PREMIERE PRO (INTERMEDIATE)

Mondays, at 6pm-8pm  
November 16th & 23rd, 2020



### **Editing with Adobe Premiere Pro (Intermediate) (Ages 15+)**

This class is taught by a live instructor via Zoom. Students will take their editing skills to the next level learning techniques such as color correction, multicam editing, timing your footage (speed up and freeze-frame footage), Chroma key (green screen removal), sound editing & cleanup techniques, as well as organizing your media. Participants must have a reliable internet access and computer to participate in this class.

**Location:** Online

**Prerequisites:** Adobe Premiere Pro beginner level experience, Orientation for MCM Members

**Length:** This class takes place on Mondays, from 6pm-8pm Nov. 16th & Nov. 23rd

**Instructor:** Linda Lawson, MCM Media Professional

**Registration Link:**

<https://www.mymcmmedia.org/class/editing-with-adobe-premiere-pro-intermediate-advance/>



**1-Day Virtual Podcast Bootcamp**

Own the air waves with this turn-key online class to learn the nuts and bolts of podcasting! Participants will learn how to create a podcast starting with a concept idea through all the steps of creation and distribution. This course is only available for MCM Members.

**Location:** Online

**Prerequisites:** Orientation and MCM Membership

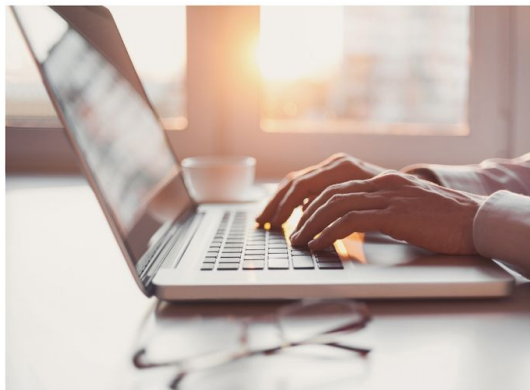
**Length:** Saturday, October 17, 2020. 2 Sessions: Morning 10 AM - 12:30 PM & 1 PM - 3:30 PM, 30 min Break (additional breaks as necessary)

**Fee:** \$120 (Class Registration Only)

**Registration Link:**

<https://www.eventbrite.com/e/1-day-virtual-podcast-bootcamp-tickets-120441603077>





## A TECH'S GUIDE TO VIDEO PRODUCTION USING ZOOM

Wednesday, December 9th  
6 PM - 8 PM



### **A Tech's Guide to Video Production Using Zoom (Ages 18+)**

This class will go over the important steps you need to take in Zoom to set-up and run the recording of a virtual show for broadcast. The instructor will share the screen and walk through each step starting from setting-up a meeting, to recording and finally locating the video file for editing. Student will have ample time to ask questions and get clarification on existing roadblocks. Students should feel confident leaving this course with the necessary skills to use Zoom for a virtual production. Topics include: scheduling a Zoom meeting; defining key Zoom terms and nomenclature; focus on Zoom settings for virtual production; breakdown settings for recording and exporting video and tour of Zoom interface.

**Location:** Online

**Prerequisites:** Orientation for MCM Members

**Length:** Wednesday, December 9th at 6pm-8pm

**Instructor:** Derek White, MCM Multi-Media Education Coordinator

**Registration Link:**

<https://www.mymcmmedia.org/class/a-techs-guide-to-video-production-using-zoom/>