

## **EPROD-155: eProduction Advanced Techniques**

### Course Description:

Students will learn how to incorporate their basic and intermediary understanding of multi-platform delivery of media utilizing current advanced tools of the trade. Multi-versioning of content is emphasized, permitting the student producer to understand how to take concepts from development to creation, whatever the final output may be (broadcast, Web, podcast, blog, social media post, etc.). Students will develop their skills for more long-term, series-style production as well as analyze and experiment with methods for integrated and interactive branding.

Total Credits: 3.00

### Course Competencies

- 1. Recognize differences in digital audience.**
- 2. Identify needs of digital audience**
- 3. Develop content from the perspective of an executive producer**
- 4. Explore methods for developing episodic Web series**
- 5. Explore utilizing multi-platform media to engage audiences regarding a single topic**
- 6. Recognize best practices for establishing and running an eProduction-style business**