

Preview

Objective: Provide participants with skills and techniques necessary to create compelling narratives that captivate and engage audiences across various mediums and build a foundational understanding of digital media creation techniques and strategies specific to the sports industry.

Overview

This workshop runs for 5 days and it is broken down into twelve sessions.

Day One- Foundation of Storytelling: Introduction to Digital Media in Sports

Day Two- Engaging Narratives: Creating Compelling Sports Visuals

Day Three- Visual and Digital Storytelling: Video Production for Sports

Day Four- Branding and Marketing: Sports Content for Social Media

Day Five- Ethical Considerations

Outcome

Participants will be equipped with the skills to create and produce compelling and impactful digital content tailored to the sports industry, effectively engaging audiences and enhancing sports communication and storytelling.