

SCHOOL of COMMUNICATION
AMERICAN UNIVERSITY • WASHINGTON, DC

School of Communication
American University
11 Massachusetts Avenue, NW
Washington, DC 20016-8017



SCHOOL of COMMUNICATION
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GO DISCOVER TO THE WORLD OF IN COMMUNICATION

Discover

5.2098 • audiscover@american.edu • audiscover.org

Professional, hands-on workshops for high school students
Join us for two, three, or four weeks
June 15 - July 10

Screenwriting

This active workshop in film screenwriting teaches you how to develop a concept, create characters, and shape a plot. Produce a script for a short dramatic film. Bring an idea and start from scratch—or come with a script in progress. Take this course with 16mm Film Production to have your script considered for being made into a film this summer
COMM-070-N09
Session I June 15 - 26
 9 a.m. - 4 p.m. (12-1 lunch)
Fee: \$1,300

Flash Fiction Writing

Learn to write vibrant, concise stories in this fast paced course. Explore the genre of flash fiction, and tap into your creativity through free-writing exercises. Polish your work through effective word choice, self-editing, and strengthening the emotional core of your story. Finished pieces critiqued in class
COMM-070-N54
Session I June 29 - July 10
 9 a.m. - noon
Fee: \$725

Professional Newswriting

See what it takes to write a news story for print, broadcast, and the web. Get practical instruction in effective writing techniques for your school newspaper, neighborhood newsletter, or website. Learn how to distinguish between news and professional writing. Hear professional journalists talk about their careers and visit a local newsroom.
COMM-070-N03
Session I June 15 - 26
 9 a.m. - noon
COMM-070-N23
Session II June 29 - July 10
 9 a.m. - noon
Fee: \$725

Backpack Journalism

Backpack journalists do it all—and you can too. Learn to pitch an idea, shoot video, write a story, and record voiceover. Edit a final news piece and post it on the web.
COMM-070-N63
Session I June 15 - 26, 1 - 4 p.m.
COMM-070-N68
Session II June 29 - July 10, 1 - 4 p.m.
Fee: \$775

Investigative Reporting

Learn about the emerging news landscape, the history of investigating people in power, and powerful organizations, the 10 types of interview, and how to research an interview subject. Speakers will explain how they developed major investigative stories. Tours will show you the latest in data and investigative journalism. In addition, discover comics journalism, sensor journalism, and drone journalism
COMM-070-N80
Session I June 15 - 26, 1 - 4 p.m.
COMM-070-N81
Session II June 29 - July 10, 1 - 4 p.m.
Fee: \$775

Weather Broadcasting

Explore the world of weather forecasting and the principles of meteorology. Learn about solar radiation, global circulation, precipitation processes, and weather systems. Analyze real-time data and broadcast a live weather forecast from AU's television studio. Meet with meteorologists and weather broadcasters at a local television station and the National Weather Service
COMM-070-N11
Session I June 15 - 26, 1 - 4 p.m.
Fee: \$775

Broadcast Journalism

This course introduces you to the field of broadcast journalism and related legal, ethical, and technological issues. Develop interviewing, reporting, and writing skills. Produce a brief radio documentary or a television field report for your portfolio.
COMM-070-N30
Session I June 15 - 26, 1 - 4 p.m.
COMM-070-N51
Session II June 29 - July 10, 1 - 4 p.m.
Fee: \$775



Sportswriting and Broadcasting

Learn to write for a live broadcast. Discover secrets of play-by-play commentary. Enhance your skills as a sportswriter. Students produce stand-ups at a Major League Baseball game, have press box seats to blog for a WNBA game and visit Comcast Sports NET and ESPN 980
COMM-070-N06
Session I June 15 - 26, 9 a.m. - noon
COMM-070-N25
Session II June 29 - July 10, 9 a.m. - noon
Fee: \$775



Scriptwriting and Video Production
 Write an original short script. Produce a video, including shooting, sound recording, and nonlinear editing. Final Cut Pro, all in collaboration with the Smiths Institution. No prior experience required; students grouped by ability. Equipment provided.
COMM-070-N08
Session I June 15 - 26, 9 a.m. - noon
COMM-070-N22
Session II June 29 - July 10, 9 a.m. - noon
Fee: \$775

16mm Film Production

Learn the basics of 16mm double-system sound production and professional techniques, including lighting, sound recording, camera tricks, and editing. Shoot and edit a short film. No prior experience required; film and equipment provided.
COMM-070-N18
June 29 - July 10, 9 a.m. - 4 p.m. (12-1 lunch)
Fee: \$1,900

Student Filmmaking Series

Combine screenwriting and 16mm film production a comprehensive, four-week film school experience. Film and equipment provided.
COMM-070-N17
Session I June 15 - July 10, 9 a.m. - 4 p.m. (12 - 1 lunch)
Fee: \$2,400

Interactive Web Design

Create your own website using the latest tools, including flash, photos, blogs, and other technology. Learn how to develop sites that meet client need as well as those of general web surfers. Participants Adobe Creative Suite
COMM-070-N70
Session II June 29 - July 10, 1 - 4 p.m.
Fee: \$725

Music Entertainment Production

Music has the power to excite and inspire. But how songs actually put together? In a professional recording studio, learn about multitracking, mixing, and music to film or video. No prior experience required; students grouped by ability.
COMM-070-N72
Session I June 15 - 26, 9 a.m. - noon
COMM-070-N73
Session II June 29 - July 10, 1 - 4 p.m.
Fee: \$775

Acting for the Camera

Develop skills to interpret a script and build character, and learn acting techniques for the small screen. Explore physical and vocal aspects of character development for camera work. Team up with student directors to create visual portfolios.

COMMM-070-N13

Session I June 15 - 26, 1 - 4 p.m.

Fee: \$775

Documentary 101

Shoot and edit a short documentary using HD cameras and Final Cut Pro. View and discuss classic documentaries and consider production techniques and technologies. Learn practical information about distribution. Equipment provided.

COMMM-070-N14

Session I June 15 - 26, 1 - 4 p.m.

COMMM-070-N11

Session II June 29 - July 10 9 a.m. - noon

Fee: \$775

Advanced Scriptwriting and Video Production

Prerequisite: Scriptwriting and Video Production or high school television production course. Build on your writing and producing skills and take your story from concept to screen. Write a treatment, storyboard, shoot, and edit on a non-linear digital system.

COMMM-070-N20

Session II June 29 - July 10, 1 - 4 p.m.

Fee: \$775

Animation

This hands-on course for beginning to intermediate students introduces you to the core concepts of animation production. Practice computer-based and hands-on techniques, and build your toolbox. Learn the fundamentals of drawing motion, character design, timing and syncing in animation, and cleanup.

Session II June 29 - July 10

COMMM-070-N29, 9 a.m. - noon

COMMM-070-N38, 1 - 4 p.m.

Fee: \$775

Advanced Animation

Learn how to animate in 2.5 dimensions and use motion graphic design to complement advertisements, music videos, and films. Explore the complex art of 3D animation and the basics of character and object animation in 3D space.

COMMM-070-N75

Session II June 29 - July 10, 1 - 4 p.m.

Fee: \$775

Photography

Games are a game changer. Place the creative photography and video in your hands. Ignite creativity, have the clout of communicating a story in media fashion. This course will expand eyes and vision in producing a short film, audio or multimedia story.

COMMM-070-N40

June 29 - July 10, 1 - 4 p.m.

Effects for Video

Effects are necessary to boost the "wow" factor in science fiction or action film. Through the powerful 3D tool Adobe After Effects, learn digital methods for creating simulations like fire, explosion, rain, and masking for flying, teleportation, placement.

COMMM-070-N76

June 15 - 26, 1 - 4 p.m.

Game Design

Assessible tools, learn how to create compelling experiences. This course focuses on the craft of design and critical thinking about the medium. You would have computer skills and familiarity with games on mobile devices.

June 15 - 26

COMMM-070-N41, 9 a.m. - noon

COMMM-070-N42, 1 - 4 p.m.

35mm Photography I

An introduction to 35mm black-and-white photography and basic darkroom techniques, this hands-on course covers both aesthetic and technical issues. Film and materials provided. Bring your own 35mm camera; we will provide one if requested in advance.

COMMM-070-N07

Session I June 15 - 26, 9 a.m. - noon

Fee: \$775

35mm Photography II

If you have basic knowledge of 35mm photography or have completed 35mm Photography I, this course offers advanced training in lighting, composition, and black-and-white darkroom techniques. Film and darkroom materials provided.

Bring your own 35mm camera; we will provide one if requested in advance.

COMMM-070-N08

Session I June 15 - 26, 9 a.m. - noon

Fee: \$775

Nature Photography

In conjunction with Nature's Best Photography magazine and Nature's Best Photography Students Online, explore techniques for photographing animal, plant, and environmental subjects. Attend discussions with editors and photographers from NBP and NBP Student Online. Go on field trips to museums and nature preserves. Assemble a portfolio and take advantage of the opportunity to publish your images.

COMMM-070-N55

Session II June 29 - July 10, 9 a.m. - noon

Fee: \$775

Directing for the Camera

Refine your basic visual vocabulary and learn essential skills to break down a script, tell a visual story, and communicate your ideas to those behind and in front of the camera. Team up with student actors to create visual portfolios.

COMMM-070-N16

Session I June 15 - 26, 1 - 4 p.m.

Fee: \$775

Graphic Design

This course introduces you to the powerful potential of Adobe Photoshop, where you will learn the tools for manipulating digital images for book covers or movie posters and for creating vector graphics for powerful branding packages and logos. Learn the basics of color and graphic design theory that will communicate your message through both streamlined graphic art and complex digital photo manipulation.

COMMM-070-N21

Session II June 29 - July 10, 9 a.m. - noon

Fee: \$775

Bad Movies

Some movies are so bad they're good. Watch and analyze classic "bad" films, dissecting them to learn what mistakes the filmmakers made and how to not make those mistakes. Students will also explore the production history of these wonderfully awful movies and discover that some of the worst films ever made and some of the best films ever made have more in common than one might think.

COMMM-070-N31

Session I June 29 - July 10, 1 - 4 p.m.

Fee: \$725

Entertainment Communication

Television, film, theatre, music, sports, fashion, gaming...It's all entertainment today. Learn from experts in the field and understand the importance of messaging. Why are ratings important in television? How do you promote a film? Could you represent a celebrity—be it an actor or athlete? What is that red carpet all about? Who gets \$\$ every time you hear a song? Is the gaming industry the next big blockbuster? An inside look and what you need to be successful in the entertainment industry.

COMMM-070-N78

Session I June 15 - 26, 9 a.m. - noon

COMMM-070-N79

Session II June 29 - July 10, 9 a.m. - noon

Fee: \$725



International Communication

What does the color red signify in traditional Chinese culture? What is the best approach for introducing a new beverage in Russia or for teaching Africans how to prevent the spread of malaria? Through role-playing, research, discussion, and meetings with international communications professionals, you'll deepen your appreciation for cultural differences. Produce a media campaign for a topic of your choice.

COMMM-070-N15

Session I June 15 - 26, 1 - 4 p.m.

Fee: \$725

Public Relations

Discover what goes into a PR campaign—for example, the Washington Nationals baseball team's "Let Teddy Win!" concept. Learn how to strategize, develop, and implement a campaign. Explore the art of messaging and talk to media reps about placing your story.

COMMM-070-N62

Session II June 29 - July 10, 1 - 4 p.m.

Fee: \$725

Film Exploration and Criticism

Two Thumbs Up? Learn what it takes to become a film critic. Explore film history and genres, meet with film critics and produce your own film critique for radio or television. Become a more active critical viewer. Students will post their film reviews on the web.

COMMM-070-N12

Session I June 15 - 26, 1 - 4 p.m.

Fee: \$725

Media for Change

Learn how to influence people and help change your community for the better. As a collaborative team, students will learn how to analyze, design, develop, implement and evaluate to effect positive change. Students will create a powerful video, animation or media campaign.

COMMM-070-N83

Session I June 15 - 26, 9 a.m. - noon

Fee: \$725

The Art of the Interview

Learn how to interview and be interviewed. Meet with professionals and learn techniques for getting subjects to talk. Interview a pro, such as NPR's Diane Rehm, who will critique your skills.

COMMM-070-N26

Session II June 29 - July 10, 1 - 4 p.m.

Fee: \$725

Speaking for Impact

Develop confidence and skills for effective presentations. Learn strategies of audience analysis and how to overcome stage fright, manage visual aids, and understand the power of nonverbal messages.

COMMM-070-N04

Session I June 15 - 26, 9 a.m. - noon

COMMM-070-N24

Session II June 29 - July 10, 9 a.m. - noon

Fee: \$725

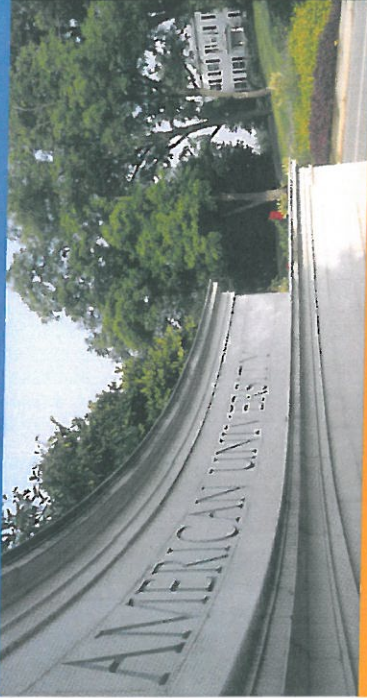
Social Media 101

Learn how to use YouTube, Twitter, Facebook, blogs, Flickr, and other media channels for professional purposes. Explore how to handle a crisis situation using social media, create practical social media guidelines, and learn about SEO, SMS, and mobile communications.

COMMM-070-N74

Session II June 29 - July 10, 9 a.m. - noon

Fee: \$725



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Welcome to Discover the World of Communication!

Students entering grades 9 through 12 participating in our professional hands-on workshops have the opportunity to take an academic risk in a safe environment as they learn a variety of communication skills. Our School of Communication faculty members and professionals in the field teach students to build digital portfolios; script, shoot, and edit films; write news stories like a pro, and speak with confidence utilizing Washington D.C. as a laboratory for experiential learning.



During class and after-hours, students explore DC from numerous perspectives. Many view live television, radio, and weather broadcasts and interview professionals at local studios including NBC4, WTTG Fox 5, CNN, NPR, Comcast Sports and ESPN Radio. Other exciting opportunities include speaking with the Smithsonian Institutions head speechwriter, performing a stand up at a Major League Baseball game, exploring the Newsroom—the interactive museum of news, conducting interviews, and exploring embassies. Trips to Urban Gardens, the Washington National Cathedral, Georgetown, the Washington Monuments, Smithsonian Museums and other local attractions are always highlights of the summer. Wherever your interests lie, we invite you to engage, explore, and discover the world of communication.

I look forward to seeing you here at American University.

Sarah Menke-Fish

Sarah Menke-Fish

Director, Discover the World of Communication
Assistant Professor, School of Communication
Director, University College and Learning Communities



**Discover the World
of Communication**

You may reach us at: 202-885-2098 • audiscover@american.edu



DISCOVER THE WORLD OF COMMUNICATION



In association with:

NEWSSEUM

THEACADEMY
OF MOTION PICTURE ARTS

Updates and information at audiscover.org

TERMS AND CONDITIONS

Program Fees

AU's office of Housing and Dining Programs offers student accommodations; however, on-campus residency is not required. Students living on campus will reside in Anderson Hall in double-occupancy rooms with an on-site resident or teaching assistant. Each airconditioned room contains two twin-sized beds, two desks, two chairs, two secure closets and linens. Detailed after-hour and weekend activities are posted at audiscover.org.

Program Fees for housing, dining, after-hours, evening and weekend activities (not including course fees):

- Two weeks: \$1,700
- Three weeks: \$2,550
- Four weeks: \$3,400

Course Fees

Tuition, Supplies, and Materials

Course fees are listed on the Course Calendar and in each course description. These fees cover all supplies and materials for each course, unless noted.

Payment

All fees are payable at time of registration unless you have made prior arrangements with the program director. Fees are processed through Student Accounts and are subject to any penalties levied by that office. Please complete the attached registration form and mail, email or fax with payment to the School of Communication.

Cancellations and Refunds

To receive a refund you must send notification 30 days prior to the first class. A \$100 nonrefundable processing fee will apply. Email your cancellation request to audiscover@american.edu.

Logistics

Check-In

Students living on campus arrive and check-in on Sunday (June 14, 21, or 28) between 1-4 p.m. to Anderson Hall. Commuter students arrive and check in on their first day of program: Monday (June 15, 22, or 29) at 8:30 a.m. for AM workshops and 12:30 p.m. for PM workshops to the AU School of Communication McKinley Building.

Airport Transportation

DWC Teaching Assistants are available to escort students to and from Ronald Reagan Washington National (DCA) on the check-in dates (Sunday, June 14 and 21 and 28) and check-out dates (Friday, June 26 and July 10). Students flying in and out of Washington Dulles International (IAD) and Baltimore Washington International (BWI) need to make transportation arrangements to campus.

Presentations

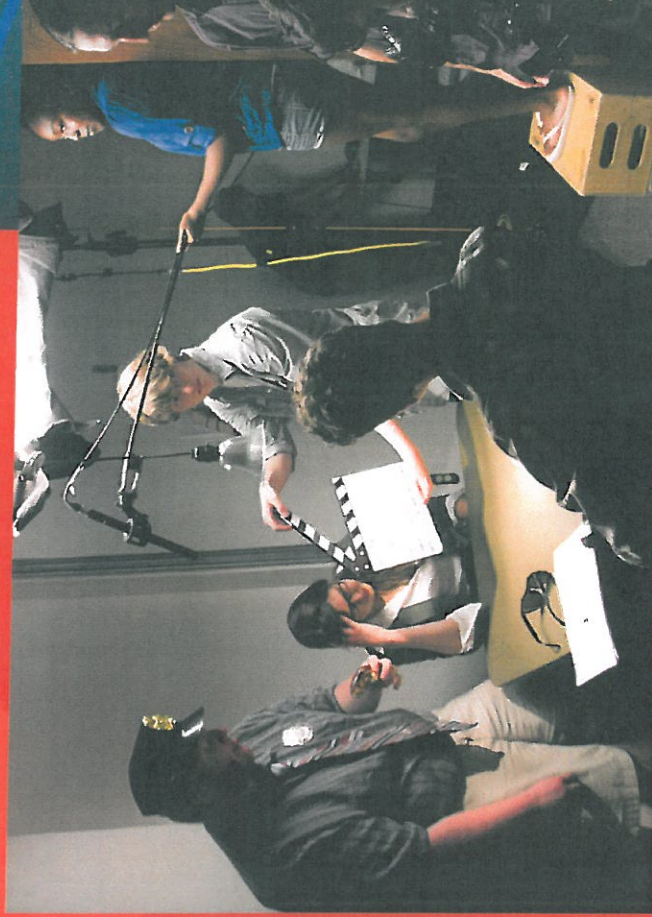
Final presentations are held from 9 a.m.-12 p.m. on the last Friday of each session (June 26 or July 10). Family and friends are welcome to attend.

Check-Out

Students check out of housing following the final presentations between 12 p.m. - 2 p.m. on the last Friday of each session (June 26 or July 10).

Information:

Contact Sarah Menke-Fish, Program Director, by phone 202-885-2098 or audiscover@american.edu. To make a credit card payment by phone call DWC registrar at 202-885-2220.



In summer 2014, students came from 40 states and 17 countries to participate in the *Discover the World of Communication* Program. Join us for Summer 2015!

"Alex is having such a magnificent experience! Many thanks for your dedication to their getting the most out of the students time in the program."

Alex's Mom, Sharon, Summer 2014

"The word my daughter uses when people ask her about Discover the World of Communication is that it was a "life-changing experience." She loved every moment and learned so much in the process. There is not a doubt in her mind that American is the best fit for her."

D. Dickerson, Summer 2013

"DWC represented a "coming of age" moment in my life as it gave me confidence to make new friends, take academic risks, and to begin to think of life after high school. The engagement and support from the TAs and Professors made the decision of where to do all of that very easy. I knew that I wanted to attend American University."

Zac Powell, AU, Class of 2015



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Student work samples at audiscover.org

Faculty profiles at audiscover.org

REGISTRATION FORM

Detach form and mail, email or fax with payment:

Discover the World of Communication
 American University
 4400 Massachusetts Ave, NW
 Washington, DC 20016-8017

audiscover@american.edu
 Phone: 202-885-2098
 Fax: 202-885-2019

Student's name _____
 Street Apt. no. _____
 City State Zip Country (if other than U.S.) _____
 Date of birth _____ Gender: Male Female Student cell _____
 Parent's/Guardian's name _____
 Phone: (day/cell) _____ (evening) _____
 Email: Parent/Guardian _____ Student _____
 High school _____

City _____ State _____ Grade completed as of July 1, 2018 _____
 Amount \$ _____

COURSE CALENDAR

Classes are held Monday-Friday
 Select (✓) courses below. Calculate fees on registration form.

Session I June 15 - 26 (two weeks)

Course	Time	Fee
<input type="checkbox"/> Entertainment Communication	9 a.m. - noon	\$725
<input type="checkbox"/> Media for Change	9 a.m. - noon	\$725
<input type="checkbox"/> Music Entertainment Production	9 a.m. - noon	\$725
<input type="checkbox"/> Professional News Writing	9 a.m. - noon	\$725
<input type="checkbox"/> Scriptwriting and Video Production	9 a.m. - noon	\$725
<input type="checkbox"/> Speaking for Impact	9 a.m. - noon	\$725
<input type="checkbox"/> Sportswriting and Broadcasting	9 a.m. - noon	\$725
<input type="checkbox"/> 35mm Photography I	9 a.m. - noon	\$725
<input type="checkbox"/> 35mm Photography II	9 a.m. - noon	\$725
<input type="checkbox"/> Mobile Game Design	9 a.m. - noon	\$725
<input type="checkbox"/> Screenwriting	9 a.m. - 4 p.m.	\$1,300
Afternoon		
<input type="checkbox"/> Acting for the Camera	1-4 p.m.	\$775
<input type="checkbox"/> Backpack Journalism	1-4 p.m.	\$775
<input type="checkbox"/> Broadcast Journalism	1-4 p.m.	\$775
<input type="checkbox"/> Directing for the Camera	1-4 p.m.	\$775
<input type="checkbox"/> Documentary 101	1-4 p.m.	\$775
<input type="checkbox"/> Film Exploration and Criticism	1-4 p.m.	\$725
<input type="checkbox"/> International Communication	1-4 p.m.	\$725
<input type="checkbox"/> Investigative Reporting	1-4 p.m.	\$775
<input type="checkbox"/> Special Effects for Video	1-4 p.m.	\$775
<input type="checkbox"/> Mobile Game Design	1-4 p.m.	\$775
<input type="checkbox"/> Weather Broadcasting	1-4 p.m.	\$775
June 15 - July 10 (four weeks)		
<input type="checkbox"/> Student Filmmaking Series	full day	\$2,400
June 22 - July 10 (three weeks)		
<input type="checkbox"/> 16mm Film Production	9 a.m. - 4 p.m.	\$1,800

Fees:

- I plan to live on campus.
- Program (housing, dining, after-hours) fees per session:
 \$1700 (two weeks) \$2,680 (three weeks) \$3,400 (four weeks)

Total program fee(s): \$ _____
 Total course fee(s): + \$ _____
 TOTAL fee: \$ _____

Payment:

Make check or money order payable to American University. To pay by phone with credit card call DWC Registrar, 202-885-2320.

Discover the World of Communication offers professional hands-on, non-credit workshops for high school students. Participants receive a copy of the work they produce, a certificate and an evaluation.

I have read and agree to all Terms and Conditions of this program.

Parent's/Guardian's signature (required) _____ Date _____

Session II June 29 - July 10 (two weeks)

Course	Time	Fee
<input type="checkbox"/> Animation	9 a.m. - noon	\$775
<input type="checkbox"/> Documentary 101	9 a.m. - noon	\$775
<input type="checkbox"/> Entertainment Communication	9 a.m. - noon	\$725
<input type="checkbox"/> Flash Fiction Writing	9 a.m. - noon	\$775
<input type="checkbox"/> Nature Photography	9 a.m. - noon	\$775
<input type="checkbox"/> Graphic Design	9 a.m. - noon	\$775
<input type="checkbox"/> Professional News Writing	9 a.m. - noon	\$725
<input type="checkbox"/> Scriptwriting and Video Production	9 a.m. - noon	\$775
<input type="checkbox"/> Social Media 101	9 a.m. - noon	\$725
<input type="checkbox"/> Speaking for Impact	9 a.m. - noon	\$725
<input type="checkbox"/> Sportswriting and Broadcasting	9 a.m. - noon	\$775
Afternoon		
<input type="checkbox"/> Animation	1-4 p.m.	\$775
<input type="checkbox"/> Advanced Animation	1-4 p.m.	\$775
<input type="checkbox"/> Advanced Scriptwriting & Video Prod.	1-4 p.m.	\$775
<input type="checkbox"/> The Art of the Interview	1-4 p.m.	\$725
<input type="checkbox"/> Backpack Journalism	1-4 p.m.	\$725
<input type="checkbox"/> Bad Movies	1-4 p.m.	\$725
<input type="checkbox"/> Broadcast Journalism	1-4 p.m.	\$725
<input type="checkbox"/> DSLR Photography	1-4 p.m.	\$775
<input type="checkbox"/> Interactive Web Design	1-4 p.m.	\$775
<input type="checkbox"/> Investigative Reporting	1-4 p.m.	\$775
<input type="checkbox"/> Music Entertainment Production	1-4 p.m.	\$775
<input type="checkbox"/> Public Relations	1-4 p.m.	\$725

Scriptwriting, Journalism, and Broadcasting Film, Video, and Photography Communication