



**MULTIMEDIA – VIDEOGRAPHY & CINEMATOGRAPHY**  
**Presented by Rohan McLeish, Maango Media Training**  
**SummerUp 2022**  
**Course Description**

**Course Name:** Multimedia – Videography & Cinematography

**Who Should Apply:** Black youth, resident in Ontario, who will be enrolled in any of Grades 10, 11, or 12 in September 2022. As well, you must have a demonstrated interest in videography and this will require you to submit samples of your video work as part of the admissions process. You must have a smartphone capable of recording video and audio (requirements: Android 11 & up; IOS 11 and up).

**Visit the SummerUp Website:** <https://lileaders.com/summerup/>

**What**

The stories of the day are best told through the media and these stories could be about the history of a people or place, the social and political issues of the day, the impact of a pandemic, the celebration of achievement, and the interrogation of social-justice issues. Who tells these stories matters. It's important that the members of the Black community have the chance to tell Black stories and present Black opinions, history, arts, and culture. For this to happen, we must excite Black youth about careers in the media and provide them with opportunities to develop their story-telling craft. SummerUp's *Multimedia – Videography & Cinematography* course provides such an opportunity.

This SummerUp course will give students the opportunity to acquire technical skills in the use of multimedia (audio, video, text) for creative expression. This will include videography, mobile production (mobile interviews and edits); creating video scripts; presentation skills (on-camera skills); writing scripts for video resumes; post-production (editing); outdoor field expeditions, and in-studio production using the broadcast studios at Centennial College's Story Arts Centre. At the end, students will exhibit their work in a *Red Carpet Show*. What students will gain from this course is a package of skills that are necessary to produce their own stories, guidance in creative thinking, and insights into various media careers. Learning will be hands-on, and students will have use of special broadcast studio facilities. Learning to be an effective storyteller starts here.

**Why this Matters**

Students who enroll in *Multimedia – Videography & Cinematography* will receive:

- foundational multi-media skills such as filmmaking and scriptwriting,
- an introduction to the media environment,
- skills to create video resumes and award applications,
- skills that may be employed in high-school activities such as clubs, sports, and theatre,
- a window into media-related careers, and
- a creative outlet that counteracts the social isolation that defines the current pandemic-era.

Who knows, perhaps a few years down the road some students may emerge as media professionals.

Here are the opinions of three students who took this course in summer 2021:

Student #1: "I think this is a great program for students going into post-secondary and the media industry. The attendees get to interact with like-minded people and learn the culture of the media industry - while building valuable skills with hands on material. I also think it is extremely important to have these spaces in which Black students can network and meet their future co-workers"

Student #2: *“The program was amazing. When my mom first told me about it I didn’t really want to do it because I thought I knew a lot about the video creation industry but I actually learned a lot and I’m very happy and grateful that I was given the chance to participate.”*

Student #3: *“I learned many new things such as the importance of storyboarding, planning, and writing in advance before recording. I also learned new skills with the help of the MAANGOMEDIA team in regards to using a DSLR camera. Overall, this experience made my Summer much more exciting, as I got to use my skills when going out and on vacation. This also gave me a new passion for videography and cinematography. It was also great working with a community of Black students and leaders, as I felt welcomed and appreciated at all times.”*

## **Your Pathway to Discovery**

Here is an outline of SummerUp’s *Multimedia – Videography & Cinematography* course.

Week 1: Videography; TV studio production

Week 2: Writing for video; digital media; TV studio production

Week 3: Presentation skills; live mobile production (outdoor event)

Week 4: Video resume; production planning; live production and field trip to Niagara Falls, Ontario

Week 5: Post-production – editing; TV studio production; Red Carpet Show by students

## **Admissions Information**

**Who:** You are a Black youth, Ontario resident, and you will be enrolled in any of Grades 10, 11 and 12 in September 2022. You have a demonstrated interest in videography and are prepared to submit samples of your video work as part of the admissions process. You are also interested in exploring a career in multimedia and intend to apply the skills you use in this course in a practical way – such as telling interesting stories to the many communities to which you belong (e.g. school, Black community, organizations, etc.). You must have a smartphone capable of recording video and audio (requirements: Android 11 & up; IOS 11 and up). You must also have a computer and reliable access to the Internet. You are willing to commit to attending all scheduled learning sessions (see dates and times below).

## **Required Tools**

To do well in this multimedia course, you must have ready access to the following:

1. a smartphone capable of recording video and audio (requirements: Android 11 & up; IOS 11 and up), and
2. a suitable computer and reliable Internet access. Students who do not have the required computer should request a loan of this device from their high school.
3. Some equipment will be loaned to students by the SummerUp program

**Admissions Process:** All eligible applicants will be considered for admission. Refer to application deadlines at <https://llileaders.com/summerup/>. Applicants will be required to attend an orientation session. Applicants must also have a smartphone capable of recording video and audio (requirements: Android 11 & up; IOS 11 and up), as well as a suitable computer and reliable Internet access.

**Start/Stop Dates:** SummerUp will offer *Multimedia – Videography & Cinematography* in hybrid mode over a span of five weeks starting on Tuesday, July 12, and ending on Saturday, August 13. Online classes will be three-hours duration and span from 4.00 p.m. to 7.00 p.m.

**Meeting Pattern:** On designated Tuesdays and Wednesdays, this course will meet online between 4.00 p.m. and 7.00 p.m. Saturday sessions will be in-person and will have longer hands-on learning hours which will be revealed to accepted candidates. Applicants must commit to attending the following class sessions:

**Week 1:** Tuesday, July 12; Wednesday, July 13; Saturday, July 16

**Week 2:** Tuesday, July 19; Wednesday, July 20, Saturday, July 23

**Week 3:** Tuesday, July 26; Wednesday, July 27; Saturday, July 30 (outdoor fieldwork)

**Week 4:** Tuesday, August 2; Wednesday, August 3; Saturday, August 6 (outdoor fieldwork)

**Week 5:** Tuesday, August 9; Wednesday, August 10; Saturday, August 13

**Sunday, August 14:** *Red Carpet Show* - The work of students will be presented online to family and friends.

**Dress:** Inasmuch as some classes will be delivered in-person and given that appropriate dress is a part of the learning experience, we require students to dress appropriately. While on campus, each student will be provided a T-shirt which must always be worn. On field trip days (rain or shine), there will be walking, so comfortable shoes are a must.

### Required Tools

To do well in this multimedia course, students must have ready access to the following:

- 1: A suitable computer and reliable Internet access. Students who do not have the required computer should request a loan of this device from their high school.
- 2: Some equipment will be loaned to students by the SummerUp program.

**Mode:** Hybrid (i.e. a combination of virtual and in-person sessions). Students must have a suitable computer and internet access.

### Faculty

#### **Rohan Alexander McLeish**

Rohan A. Mcleish is an international cinematographer, educator, and lecturer with an extensive background in television and film production. With 34 years in the multimedia industry, he has shared his expertise as an instructor in producing, directing, editing, television news journalism, and videography. On the way, he has contributed to the development of hundreds of multi-genre television shows crossing international borders. His work ethic, skills, and commitment to the industry over the years earned him nominations in several North American awards categories. He is a serial entrepreneur. Well regarded productions such as Storyteller Republic, Smartphone Methodology, Youproduce Creations, MyJamaicaIs, Kwacked Gameshow, Raemac Methods, and Jamaica Film Festival are the results of his creativity. Rohan is a partner in Maango Media Training.



#### **Roy Henriques Brown O.D.**

Roy Henriques Brown, Order of Distinction, Jamaica, is an international award-winning broadcast journalist, TV host, executive producer, public speaker, and change agent. Over the span of his 40-year broadcast career, Brown reported for PBS TV, NPR Radio, Ft. Myers, Florida, NBC Virginia, and Alabama. As an independent executive producer, he created the award-winning magazine program TRAILS in Jamaica. He helped found the global Caribbean Satellite Network (CSN) in Miami (1992). As News Director, he covered newsmakers such as Caribbean leaders and senior officials at President Bill Clinton's inauguration. He has freelanced with NPR radio. Brown has also produced numerous independent documentaries for UNICEF, Gillette International, ICWI's 25<sup>th</sup> anniversary, and worked as a consultant with Burrell Advertising Agency in Chicago. Roy is a founding partner of Maango Media Training.



#### **Dr. Carole J. Embden-Peterson**

Dr. Carole Embden-Peterson is an experienced award-winning media, communication, and learning design professional with a demonstrated history of working in the telecommunications and media industries. Dr. Embden-Peterson has an impressive record of professional accomplishment based on some 26 years of hands-on experience in television training and development, communication, strategic planning, business development, and program management. She is a skilled educator and has taught television writing, presentation, reporting, news journalism, and social media marketing. Dr. Embden-Peterson holds a Doctor of Philosophy in Communication Management as well as, a Master of Arts (M.A.) focused in Communication and Media Studies, from the University of Windsor, Ontario. Currently, she is an adjunct communications professor at Athens College. Dr. Embden-Peterson is CEO of the Atlanta-based Caribriddims Communications Group of Companies and she is a partner in Maango Media Training.



**Special Note:**

**SummerUp** is a program designed to serve and support the personal and professional aspirations of Ontario's Black youth. The program is developed and presented by the **Lifelong Leadership Institute** (LLI), and it is primarily funded by the Ontario Ministry of Education. The quality of the SummerUp experience is assured by the contributions of a diverse group of individuals, educators, institutions, and corporations – all of which are committed to championing the well-being, development, and advancement of Black youth.

The Lifelong Leadership Institute also offers the **Leadership by Design** program which provides extensive leadership-development opportunities to Black youth.

The **SummerUp** 2022 program is primarily funded by the Ontario Ministry of Education.

