



Continuing Education Centre

SHORT COURSE

AUDIO-VISUAL DIGITAL STORYTELLING USING SMARTPHONES

Introduction

Technology is changing the media and communication industry every day. One notable change is the use of smartphones. Today, a single smartphone serves purposes for still camera, video recorder, audio recorder and a computer. Smartphones are a go-to tools for modern media and communication practitioners.

Today, every company or organization has adopted the use of new media platforms to communicate and engage with its audiences and stakeholders. Such platforms have content challenges. Media, communication and project personnel rely on text and images in telling stories on new media platforms.

The course focuses on development of storyboards, scripting, shooting and editing videos using professional smartphone applications, and dissemination using digital communication platforms and tools.

Why digital story telling using smartphones?

There are numerous benefits of adopting digital filming and video editing using smartphones. Using a smartphone from the palm of his or her hand, a media, communication of development officer can timely gather, produce and share stories to any platform from anywhere for media and communication and project reporting purposes. It further promotes real time reporting and documentation of stories in audio-visual format.

Target audience

The training targets the following from companies, government departments and agencies, nongovernmental organisations and international organisations:

- a) Media and Communications managers/officers
- b) Public relations managers/officers
- c) Marketing managers/officers
- d) Information and knowledge management officers
- e) Development facilitators and field officers
- f) Project and programme managers/officers
- g) Media, communication and marketing consultants

Dates: 24-28 October, 2022
Venue: MUBAS Main Campus (Blantyre)
Participant Fee: MK250,000.00

Upon completion of the short course, participants will get a MUBAS certificate.

Registration closes on 14 October, 2022.

To register email: cec@mubas.ac.mw
OR call +265999976500/+265999976503

Payments should be made using the following details:

Standard Bank, Ginnery Corner Branch
Acc name: Continuing Education Centre
Acc numbers: **9100001168336**

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