

RESONATE CONSULTING GROUP LTD



"We bridge the gaps"

PRACTICAL DIGITAL JOURNALISM AND MEDIA TRAINING

- ***A special programme for final year student and fresh graduates***

Course Overview

This hands-on program is designed to enable participants to design and implement an effective digital Journalism and media strategy for any organization. Our real-world industry projects offer a platform to acquire hands-on learning expertise with the most important digital tools. Upon the completion of this training participants will also be able to establish, operate and maintain their own Digital Media Businesses

Learning Outcomes

At the end of this course, participants will be able to:

- Learn and apply digital journalism and mass communication theories to practice
- Articulate what is digital journalism and its various genres; •How to critique the content you view online;•Identify and apply the principles of design to online media;•Define the principles and ethics of journalism and how they are applied in online media;•
- Learn and apply the basics of programming languages such as Hypertext Markup Language (HTML), CSS to online design and writing;•Learn how to use web-authoring applications and other multimedia-related programs;•Be able to distinguish when to use and how best to utilize these web and multimedia-related programs for journalistic work
- Enhance digital media traffic and measuring the outcomes
- Comply with legislative, regulatory and contractual requirements
- Establish, operate and maintain their own Digital Media Businesses

Course Content

- **Introduction Digital Journalism**
- **Web design and development**
- **Graphics design**
- **Video production**
- **Digital tools and Social Media use and management for Journalism**
- **Search engine optimization techniques**
- **Digital contents design, development and management**
- **Digital Media Laws and ethics – Tanzanian Perspective**
- **Revenue Generating Business Models**

- **Preparation of Business Plans**

Bank Details

Beneficiary Account Name: Resonate Consulting Group

TZs Account No: 0122014811

US Dollar Account No: 36012020000123

Beneficiary Bank: Bank of India

Swift Code: BKIDTZZ

Training Methodology

We embrace holistic approach which is geared towards exploiting all the aspects for the candidates to achieve learning outcomes. In particular, this practical training program will be conducted in two stages

Stage I: Class room training : At the beginning of each topic, participants will be assessed to measure their level of knowledge and skills. They will then be taught theoretical and practical aspects as per curriculum. This will be done through face-to-face interactions with experienced facilitators. The training will be participatory and will include sharing of experiences, Case studies, , group discussions, and Video shows. Comprehensive set of materials will also be provided. Participants will also get an opportunity to access real tools relating to specific topic under discussion.

Stage II: Practical : Under the supervision of experienced facilitators, the participants will get an opportunity to design, develop and publish digital news . Participants will get access to the real business environment. Our ICT laboratory is equipped with among other things: Multimedia Systems, i.e Camera, video processing facility, and

Stage III: Intership /Appricianship : In reputable organizations :

Training Facilitators and facility :

- Our faculty members are practicing professionals representing prominent companies in Tanzania.
- They have over 15 years of experience in Digital Journalist and Media

Training Schedule

Available Options:

Full time : dates and Time: 26th August – Sept 13 , 2019 , from 9.00 am to 4.30 Pm

Part time. Sept 2nd -30, 2019 : From 5.00 pm to 8.00 pm(Monday to Friday)

Weekend: Sept 30 to Oct, 30 ,2019 : From 10.00 am to 2.00pm

Venue Second Floor, Copy Cat Building, New Bagamoyo Road Opposite Victoria bus stop, Dar es Salaam