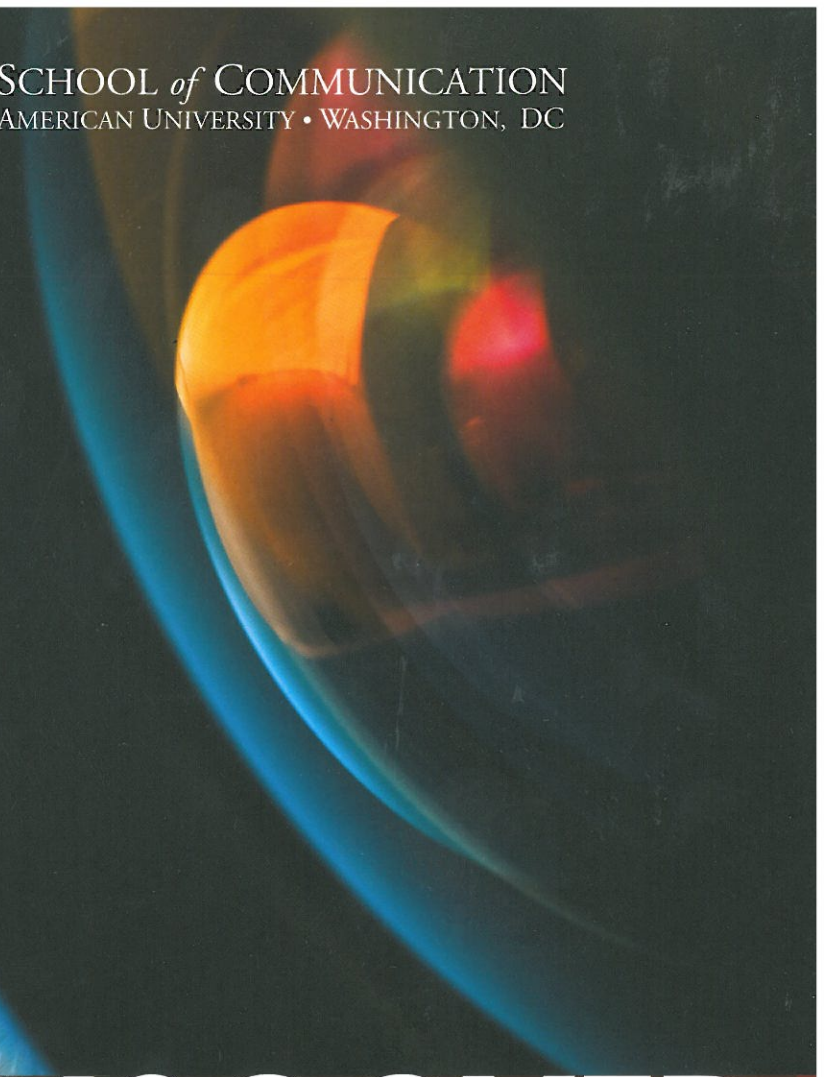




SCHOOL of COMMUNICATION  
AMERICAN UNIVERSITY • WASHINGTON, DC



*Discover*

SUMMER  
2017 **DISCOVER**  
THE WORLD OF  
COMMUNICATION

85.2098 • [audiscover@american.edu](mailto:audiscover@american.edu) • [audiscover.org](http://audiscover.org)

the pre-college program for high school students

## The Film Intensive

This intensive four-week course is designed to take students from script to screen and everything in-between. Using the standard three-act Hollywood movie structure, students learn how to transform their ideas and stories into short-form fiction screenplays and then professionally produce, shoot and edit their films with state of the art film and digital production equipment used by today's best filmmakers. If you want to be a total filmmaker, this course is for you. More detailed description under course descriptions at [audiscover.org](http://audiscover.org)  
**COMM-070-N17**  
**Session I & II June 27 - July 21**  
 9 a.m. - 4 p.m. (12 - 1 lunch)  
**Fee: \$3000**

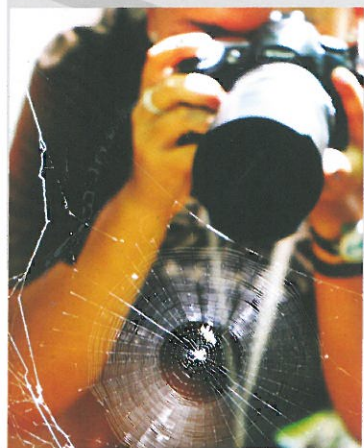


## Documentary Filmmaking

Backpack journalists do it all—and you can too. Learn to pitch an idea, shoot video, write a story, and record voiceover. Research, write, produce & edit a final mini-doc and post it on the web.  
**COMM-070-N53**  
**Session I June 27 - July 7, 1 - 4 p.m.**  
**Fee: \$775**

## Sports Photography

Capture peak action whether it is on the field, court, water or in a motion portrait session. Utilize your camera's features and learn advanced skills to create dynamic and attention-grabbing photos. Whether you have a DSLR or a camera-phone, master techniques to improve your sports photography for publication, social media and portfolio.  
**COMM-070-N40**  
**Session II July 11 - 21, 1 - 4 p.m.**  
**Fee: \$775**



## Scriptwriting and Video Production

Write an original short script. Produce a video, including shooting, sound recording, and nonlinear editing on Final Cut Pro or Premiere. Collaborate with the Smithsonian Institution during the Smithsonian Folklife Festival to produce short films. No prior experience required; students grouped by ability. Equipment provided.  
**COMM-070-N05**  
**Session I June 27 - July 7, 9 a.m. - noon**  
**COMM-070-N22**  
**Session II July 11 - 21, 9 a.m. - noon**  
**Fee: \$775**

## Visual Effects

Special effects are necessary to boost the "wow" factor in any science fiction or action film. Through the powerful 2D and 3D tool Adobe After Effects, learn digital tricks and methods for creating simulations like fire, explosions and rain, and masking for flying, teleportation, and sky replacement.  
**COMM-070-N76**  
**Session I June 27 - July 7, 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.  
**COMM-070-N13**  
**Session I June 27 - July 7, 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.  
**COMM-070-N38, 1 - 4 p.m.**  
**Session II July 11 - 21**  
**Fee: \$775**



## 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.  
**COMM-070-N07**  
**Session I June 27 - July 7, 9 a.m. - noon**  
**Fee: \$775**



## 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.  
**COMM-070-N08**  
**Session I June 27 - July 7, 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 Students Online. Go on field trips to museums and nature preserves. Assemble a portfolio and take advantage of the opportunity to publish your images.  
**COMM-070-N55**  
**Session II July 11 - 21, 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.  
**COMM-070-N16**  
**Session I June 27 - July 7, 1 - 4 p.m.**  
**Fee: \$775**

## WRITING, JOURNALISM & BROADCASTING

### Design

Introduces you to the powerful potential of Adobe Illustrator CC, and InDesign CC, where the tools for manipulating digital images are used for creating vector graphics or movie posters and for creating powerful branding packages and logos. Covers the principles of color and graphic design theory that inform your message through both stream-lined and complex digital photo manipula-

Session I June 27 - July 7, 9 a.m. - noon  
Session II July 11 - 21, 9 a.m. - noon

### Audio Production

Learn the power to excite and inspire. But how are they put together? In a professional recording studio, you'll learn about multitracking, mixing, and matching audio for video. No prior experience required; only a passion for audio. Students have the option to enroll in Film Intensive students to provide scores

Session I June 27 - July 7, 1 - 4 p.m.  
Session II July 11 - 21, 1 - 4 p.m.



### 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 July 11 - 21, 9 a.m. - noon  
Fee: \$775



### 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 promotional writing. Hear professional journalists talk about their careers and visit a local newsroom.

COMM-070-N03  
Session I June 27 - July 7, 9 a.m. - noon  
COMM-070-N23  
Session II July 11 - 21, 9 a.m. - noon  
Fee: \$775



### Investigative Reporting

Learn about the emerging news landscape, the history of investigating people in power and powerful organizations, the 10 types of interviews, 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-N81  
Session I June 27 - July 7, 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 27 - July 7, 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 27 - July 7, 1 - 4 p.m.  
COMM-070-N51  
Session II July 11 - 21, 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 27 - July 7, 9 a.m. - noon  
COMM-070-N25  
Session II July 11 - 21, 9 a.m. - noon  
Fee: \$775



# COMMUNICATION

## Media Production

introduced to childhood psychology and the link between children and media (books, TV, movies) examples of preeminent children's media, and experts and go on location to explore what works with children. Write, create and complete an audio, a digital or print book with illustrations of children's media project of one's choosing.

Fee: \$775  
Session I July 7, 9 a.m. - noon

## Public Communication

theatre, music, sports, fashion, gaming... relevant today. Learn from experts in the field and understand the importance of messaging. Why is public speaking important in television? How do you promote your product? How do you represent a celebrity—be it an actor or a musician? Who gets the red carpet all about? Who gets the \$\$\$\$ to hear a song? Is the gaming industry the next big thing? An inside look and what you need to know in the entertainment industry.

Fee: \$775  
Session I July 7, 9 a.m. - noon

Session II July 11-21, 9 a.m. - noon



## Journalism

the modern world. And with that comes the art of journalism. Whether you are a company, a media organization, a government, or a non-governmental organization, learning how to communicate and how your message is crucial. This class will help you understand the importance of recognizing others' perspectives and how to communicate effectively. Students have the opportunity to visit several embassies, and learn from various global nonprofits including Amnesty International, the UN Foundation, and United Way. In the past, the class has visited the White House, Italy, Japan, and Britain. Students in this class have developed campaigns as well as small videos of international organizations have done.

Fee: \$775  
Session I June 27 - July 7, 9 a.m. - noon

Session II July 11-21, 1 - 4 p.m.



## 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.

COMM-070-N82  
Session II July 11-21, 1 - 4 p.m.  
Fee: \$775

## The Good, The Bad and The Ugly Films

Is there such a thing as the best movie ever made? The worst? And what can we learn from the work of others. Learn to be discerning critics and to see valuable lessons in the good, the bad, and the ugly of cinema. Students in this class will become the film critic of a film of their own choosing and produce a review for radio or television.

COMM-070-N12  
Session II July 11-21, 1 - 4 p.m.  
Fee: \$775

## 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 multimedia campaign.

COMM-070-N74  
Session II July 11-21, 9 a.m. - noon  
Fee: \$775

## The Art of the Interview

Learn how to interview and be interviewed. Meet with professionals and learn techniques for getting subjects to talk. Learn successful strategies for crisis communication, celebrity interviews, and telling your own newsworthy story.

COMM-070-N26  
Session II July 11-21, 1 - 4 p.m.  
Fee: \$775

## Public Speaking

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.

COMM-070-N04  
Session I June 27 - July 7, 9 a.m. - noon  
COMM-070-N24  
Session II July 11-21, 9 a.m. - noon  
Fee: \$775



## SCHOOL of COMMUNICATION AMERICAN UNIVERSITY • WASHINGTON, DC

American University offers high school students from all over the world an extraordinary opportunity to explore the field of communication in Washington DC through the Discover the World of Communication summer program. Students may choose from over 35 hands-on experiential classes including photography, animation, film production, flash fiction writing, public speaking, international communication, documentary filmmaking and weather broadcasting.

Taught by university faculty and working professionals on the American University campus, all of this happens in our nation's backyard. In fact, Washington DC becomes our learning laboratory as students research and write tight balanced news stories, view and produce live television broadcasts, visit embassies and interview diplomats, tour historic landmarks and see the connections to our world.



This is our 22nd year. I founded the program on the belief that in our competitive world, high school students need opportunities to take academic risks in a safe environment without the pressure of a grade. We provide students with that space to explore their interests, build a college portfolio piece and create work for their own enjoyment. So whether you want to script, shoot and edit a film, broadcast sports from the press box or develop your voice through flash fiction writing, 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  
Assistant Professor, School of Communication  
Director, Discover the World of Communication



# DISCOVER THE WORLD OF COMMUNICATION



## ND CONDITIONS

### Fees

#### Housing, After Hours

Housing and Dining Programs offers student rooms; however, on-campus residency is not available. Students living on campus will reside in double-occupancy rooms with an on-site teaching assistant. Each airconditioned room includes a desk, two chairs, two windows, linens, and linens. Detailed after-hour and weekend rates are posted at [audiscover.org](http://audiscover.org).

Rates for housing, dining, after-hours, evening and weekend activities (not including course fees):  
Two weeks: \$1,800  
Four weeks: \$3,600

### Fees

#### Supplies, and Materials

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

Due upon confirmation of program registration and welcome packet. Welcome packet will include two weeks of registration by US Postal Service (for students living in the United States and by email to students. Payments may be made online by credit card (bank or savings account) or by credit card (Discover and Discover) through Eagle Service at [american.edu](http://american.edu)

Mail may be sent to:

American University  
1900 M Street NW  
Washington, DC 20016-8073

For more information about how to make a payment can be found at <http://www.american.edu/finance/student-payment-information.cfm>

## Discover the World of Communication

An equal opportunity, affirmative action university. UP13-161

### Logistics

#### Check-In

Students living on campus arrive and check-in on Monday (June 26 or July 10) between 1-4 p.m. to Anderson Hall. Commuter students arrive and check in on their first day of program: Tuesday (June 27 or July 11) 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

The DC Metropolitan Area is serviced by three airports: Baltimore Washington International (BWI), Dulles International (IAD), and Washington Reagan National (DCA). Transportation to American University from all three airports is simple to arrange with Super Shuttle, black car services, or other transportation services such as Uber and Lyft.

#### Presentations

Final presentations are held from 9:00 - 11:30 a.m. on the last Friday of each session (July 7 and July 21). 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 (July 7 or July 21).

#### Information:

Contact Sarah Menke-Fish, Program Director, by phone 202-885-2098 or email [audiscover@american.edu](mailto:audiscover@american.edu).



**SCHOOL of COMMUNICATION**  
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In summer 2016, students came from 41 states and 19 countries to participate in the *Discover the World of Communication* Program. Join us for Summer 2017!

"This program has helped me in ways that I could not have expected. I feel far more confident in front of the camera, I now know how to write a fully-fledged news article, and, most importantly, I was able to make friends along the way."

*Peter B.*

"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*

"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 TA's and Professors made the decision of where to do all of that very easy. I knew that I wanted to attend American University."

*Zac P.*



[youtube.com/AUDiscover](https://youtube.com/AUDiscover)



[twitter.com/AUDiscover](https://twitter.com/AUDiscover)



[instagram.com/audiscover](https://instagram.com/audiscover)



[facebook.com/discoverau](https://facebook.com/discoverau)



Download our free app available for Android and iPhone

Student work samples at [audiscover.org](http://audiscover.org)

Faculty profiles at [audiscover.org](http://audiscover.org)

# REGISTRATION FORM

Detach form and mail, email or fax to:

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, 2017 \_\_\_\_\_

## Fees and Payment:

**Fees:** (Course fees are in addition to the program fee - see course listings for course fees)

- I plan to live on campus.  
 Housing, Dining, After-hours & Weekend Program Fees:  
 \$1800 (two weeks)  \$3,600 (four weeks)

Total Program fee(s): \$ \_\_\_\_\_

Total Course fee(s): + \$ \_\_\_\_\_

TOTAL fee: \$ \_\_\_\_\_

## Payment:

Detailed payment instructions will be provided with Welcome Packet. You will receive the Welcome Packet within two weeks of registering.

Amount: \$ \_\_\_\_\_

**T-shirt size:**  small  medium  large  extra large

I have read and agree to the Terms and Conditions of this program. (See terms & conditions next page.)

Parent's/Guardian's signature (required) \_\_\_\_\_

Date \_\_\_\_\_

# COURSE CALENDAR

Select (✓) courses below. Calculate fees on registration form.

## Session I Tuesday, June 27 – Friday, July 7 (No class July 4, Saturday or Sunday)

### Morning

- |   |              |               |       |
|---|--------------|---------------|-------|
| <input type="checkbox"/> Photography I                      | COMM-070-N07 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Photography II                     | COMM-070-N08 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Children's Media Production        | COMM-070-N86 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Entertainment Communication        | COMM-070-N78 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Professional Newswriting           | COMM-070-N03 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Scriptwriting and Video Production | COMM-070-N05 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Public Speaking                    | COMM-070-N04 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Sportswriting and Broadcasting     | COMM-070-N06 | 9 a.m. – noon | \$775 |

### Afternoon

- |  |              |            |       |
|--|--------------|------------|-------|
| <input type="checkbox"/> Acting for the Camera       | COMM-070-N13 | 1 – 4 p.m. | \$775 |
| <input type="checkbox"/> Documentary Filmmaking      | COMM-070-N53 | 1 – 4 p.m. | \$775 |
| <input type="checkbox"/> Broadcast Journalism        | COMM-070-N30 | 1 – 4 p.m. | \$775 |
| <input type="checkbox"/> Directing for the Camera    | COMM-070-N16 | 1 – 4 p.m. | \$775 |
| <input type="checkbox"/> International Communication | COMM-070-N15 | 1 – 4 p.m. | \$775 |
| <input type="checkbox"/> Visual Effects              | COMM-070-N76 | 1 – 4 p.m. | \$775 |
| <input type="checkbox"/> Weather Broadcasting        | COMM-070-N11 | 1 – 4 p.m. | \$775 |

## Session I & II Tuesday, June 27 – Friday, July 21 (No class July 4, Saturday or Sunday)

- |   |          |              |                 |         |
|---|----------|--------------|-----------------|---------|
| <input type="checkbox"/> The Film Intensive | full day | COMM-070-N17 | 9 a.m. – 4 p.m. | \$3,000 |
|---|----------|--------------|-----------------|---------|

## Session II Tuesday July 11 – Friday, July 21 (No class Saturday or Sunday)

### Morning

- |   |              |               |       |
|---|--------------|---------------|-------|
| <input type="checkbox"/> Entertainment Communication        | COMM-070-N79 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Flash Fiction Writing              | COMM-070-N54 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Graphic Design                     | COMM-070-N21 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Media For Change                   | COMM-070-N74 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Nature Photography                 | COMM-070-N55 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Professional Newswriting           | COMM-070-N23 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Scriptwriting and Video Production | COMM-070-N22 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Public Speaking                    | COMM-070-N24 | 9 a.m. – noon | \$775 |
| <input type="checkbox"/> Sportswriting and Broadcasting     | COMM-070-N25 | 9 a.m. – noon | \$775 |

### Afternoon

- |   |              |            |       |
|---|--------------|------------|-------|
| <input type="checkbox"/> Animation                            | COMM-070-N38 | 1 – 4 p.m. | \$775 |
| <input type="checkbox"/> The Art of the Interview             | COMM-070-N26 | 1 – 4 p.m. | \$775 |
| <input type="checkbox"/> Broadcast Journalism                 | COMM-070-N51 | 1 – 4 p.m. | \$775 |
| <input type="checkbox"/> Sports Photography                   | COMM-070-N40 | 1 – 4 p.m. | \$775 |
| <input type="checkbox"/> The Good, The Bad and The Ugly Films | COMM-070-N12 | 1 – 4 p.m. | \$775 |
| <input type="checkbox"/> Investigative Reporting              | COMM-070-N81 | 1 – 4 p.m. | \$775 |
| <input type="checkbox"/> Music Entertainment Production       | COMM-070-N73 | 1 – 4 p.m. | \$775 |
| <input type="checkbox"/> Public Relations                     | COMM-070-N52 | 1 – 4 p.m. | \$775 |

Scriptwriting, Journalism, and Broadcasting

Film, Video, and Photography

Communication

