HANDS-ON MEDIA CREATION TRAINING
OFFERED AT PALO ALTO COLLEGE JULY 21, 22 & 23 2009*

A two and a half day training session targeted toward faculty who desire to begin learning digital photography, graphics, and online technologies!

DESIGNED SPECIFICALLY FOR:
- College and K-12 faculty who are beginners and have no experience using digital equipment and technologies.
- Faculty wanting to incorporate digital media into their online or classroom content.
- Faculty members wanting to learn how to use technologies like: blogging, Illuminate, podcasting, and web page creation or enhance their current online content.

WHAT TOPICS:
Participants will engage in an intensive two and a half day workshop that will cover essential tools to assist novice users in:

- Familiarization with Digital Photography equipment and techniques. Faculty will utilize digital equipment to take their own photographs for the training sessions!
- Introduction to Adobe Photoshop, a popular digital imaging software program, which allows optimizing, resizing, cropping, retouching, image manipulation, compositing, and special effects of digital image files. Faculty will get to optimize their own images files for use in web page design!
- Introduction to SoftChalk, a web page design software application which enables easy creation of web pages containing graphics and multimedia elements.

Faculty will use these programs, along with the images they take, to create a complete web page! These topics will assist faculty members to enhance their content delivery using various media.

FEATURES
- CPE Credit will be Awarded Upon Completion
- Free USB Flash Drive For Every Participant
- Limited Class Size and Hands-On Teaching

DAY 1 (Half-day) SOCIAL MEDIA
The opening session will cover social networks such as Twitter, Face book and blogging.

DAY 2 – DIGITAL PHOTOGRAPHY AND EQUIPMENT
The first half of the day will involve the participants with various digital cameras and their use in today’s multimedia environment. This information will be used to produce digital material for use in the projects that follow. The second half of the day is hands-on with the participants capturing photos, downloading the images, and preparing the digital media to be used in the next day’s graphic lessons.

DAY 3 – DIGITAL IMAGING AND WEB PAGE CREATION
(Using Photoshop - a.m. session) The first half of the day will cover the basics of Photoshop (opening, pallets, menus, etc.) and enhancing the photos taken the previous day.
(Using SoftChalk, Blogging, Illuminate - p.m. session) Participants with no prior html experience will receive the knowledge and hands-on practice they need to build and publish a complete web page.

REGISTRATION INFORMATION
To register on-line go to: www.alamo.edu/pac/HandsOnTraining
or call (210) 486-3979 to register by phone. Fee for registration is $250 and MUST be received by July 20 (fee waived for PAC faculty). Mail payment and checks payable to: Palo Alto College - Department of Community Development and Partnerships 1400 W. Villareal Blvd., San Antonio, Texas 78224

FREE FLASH DRIVES!
REGISTER ONLINE!