



**Continuing Studies**  
UNIVERSITY OF WISCONSIN-MADISON

# **Digital Media, Marketing, and Design**



**Spring 2015**

# Digital Media, Marketing, and Design

Learn what to say, and where and how to say it with UW-Madison Continuing Studies' classes in digital media, marketing, and design. Whether you're working on a memo, website, or Facebook post, you'll learn how to create a message that reaches, touches, and is understood by your intended audience.

## Brushup Class for All Writers: Business, Academic, and Creative

Every writer's toolbox, this course includes concrete, practical advice on how to empower your prose. Tailor the course to suit your needs as you master five critical building blocks of great writing. **Unit 1:** Title, hook, and thesis statements. **Unit 2:** Structure, plot, and thesis support. **Unit 3:** Wrap-ups—end with a bang! **Unit 4:** Grammar, spelling, and effective dialogue. **Unit 5:** Putting it all together with pizzazz.

*Online anytime; #9051; \$135; 3.0 CEU; Instructor: Wendy Vardaman*

## Getting to Know WordPress

More and more websites today are built using the WordPress platform. If you have or are considering WordPress, this class will show you how to use the administration tools to update your website. We will cover creating and editing posts and pages, post categories and tags, working with images, menus, widgets, plug-ins, and more. This one-day class is ideal for end users or anyone who needs to make updates to a WordPress website. It is not designed to teach developers how to build sites from scratch.

*Fri, Apr 10, 9am-4pm; #6616; 0.6 CEU, \$290; Pyle Center; Instructor: Celeste Anton*

## Grammar and Punctuation: Paths Toward Clarity

Become more professional in writing/editing work reports, office emails, or a novel or memoir. Option 1: Six lively units cover everything from comma rules to sentence structure, helping both business and creative writers hone their English usage. Work at your own pace and receive one-to-one feedback. Option 2 includes a critique of up to 2,000 words of your work.

*Online anytime; #9044; Option 1: 2.0 CEU, \$135; Option 2: 3.0 CEU, \$150*

*Instructor: Sharon M. Van Sluijs*

## Photography and Video Utilizing Small Low Cost Drones: Introduction

We've all heard about the use of drones for military purposes, but drones can also allow unique views when shooting photography and video for a variety of purposes. For less than \$1,500 you can now shoot HD video and high resolution photography with a GoPro camera and a DJI Phantom quadcopter with stunning results. This class will examine both the camera and the drone optimized for video and photography. We will also discuss the FAA guidelines and status of proposed legislation for drone usage. This introduction will give you all the information you need to understand how a drone works and how to utilize these small devices for photography and video with excellent results.

*Fri, May 15, 9am-4pm; #6609; 0.6 CEU, \$290; Pyle Center; Instructor: Michael Kienitz*



## ADOBE CLASSES

These workshops take place at the **Computer and Media Center** on the second floor of the H.C. White Library, 600 N Park St, in Madison. The classroom uses dual-boot (Mac and Windows XP compatible) Mac computers. No personal laptops allowed. The workshops are 9am-4pm, with a lunch break. Limited enrollment.

*Instructor: Kenneth Miller, unless otherwise noted.*

### Adobe Creative Suite 1

Learn how to get the most out of Adobe's Creative Suite in this focused class. Learn useful techniques for bringing new levels of creativity and productivity to your design projects through hands-on exercises using Illustrator, Photoshop, and InDesign. Topics include how to streamline workflow in InDesign via templates, style sheets and custom settings, how to prepare and manipulate photographs for maximum reproduction in Photoshop, and how to create compelling artwork in Illustrator using various powerful tools and techniques. Students will also learn how Adobe Bridge can be used as a key component of the production process.

*Fri, May 1, 9am-4pm; \$290, #6611; 0.6 CEU*

### Adobe Dreamweaver 1

Learn your way around Dreamweaver, the industry-leading web-design application, in this hands-on workshop. Topics include an overview of the Dreamweaver interface, insert bar, property inspector, panels, and style sheets. Practice creating compelling, easily navigated pages with text, images, links, and form fields. We also cover site-management features such as library items and templates.

*Fri, May 8, 9am-4pm; \$290, #6613; 0.6 CEU*

### Adobe Illustrator 1

For 25 years, Adobe Illustrator has been the benchmark tool for creating in print media and on the Web. In this class you learn the basics of Illustrator, including how to: create custom preferences, use key tools and features such as the pen and the pencil tools, efficiently use and customize panels, creatively manipulate typography for maximum graphic impact, and streamline workflow.

*Fri, Apr 24, 9am-4pm; \$290, #6617; 0.6 CEU*

### Adobe InDesign 1 Introduction

Adobe InDesign is a powerful design and production program that has rapidly gained acceptance as the design industry standard. This course familiarizes you with basic InDesign techniques including how to: construct a new document; work with text and pictures; use InDesign palettes; and work with objects, libraries, layers, and more.

*Fri, Mar 20, 9am-4pm; \$290, #6612; 0.6 CEU*

### Adobe InDesign 2 Intermediate

In this one-day hands-on workshop, you learn how to set up and employ master sheets effectively, design with frames, and use InDesign's drawing tools. You also learn techniques for working with tables and multiple-page documents.

*Fri, Mar 27, 9am-4pm; \$290, #6615; 0.6 CEU*

### Adobe Photoshop 1

This hands-on workshop introduces the basic tools for preparing an image at the desired size and quality for print and for the Web. Learn how to: enhance, tone, size, and sharpen grayscale and color photos; determine correct resolution; remove scratches and dust; composite images; add type; clone portions of one image onto another; work with layers; and optimize images and graphics for the Web.

*Fri, Apr 17, \$290, 9 am-4 pm; #6610; 0.6 CEU; Instructor: Michael Kienitz*

## **SOCIAL MEDIA MARKETING CLASSES**

These half-day classes take place at the Pyle Center, 702 Langdon St, on the UW-Madison campus. Upon arriving at the Pyle Center, check the electronic bulletin board across from the reception desk for your room number. These half-day workshops have limited enrollment.

*Instructor: Adrienne Machina*

### **Social Media Marketing 1: Building a System for Marketing Success**

Social media should be an extension of your overall marketing strategy. This fundamental marketing class is a must-attend for anyone who is new to marketing or has not yet developed a marketing strategy. We'll start right at the beginning from identifying your ideal target market to creating differentiation that will get people talking. The secret to marketing is developing a system that works!

*Mon, Feb 16, 8:30am-noon; \$95; #6651; 0.3 CEU*

### **Social Media Marketing 2: Strategy**

Before you begin tweeting and poking and pinning, we recommend you begin with the end in mind. What's your overall social media strategy? How will you know if you've been successful? In this class, we'll help you craft an effective strategy that will bring you more awareness, more donors, more business and/or more credibility.

*Mon, Feb 16, 1-4:30pm; #6652; \$95; 0.3 CEU*

### **Social Media Marketing 3: Telling a Story through Video**

Video is one of the most powerful tools we have to tell a story. In under two minutes, you can create deep emotional connections with your audience, sparking outrage or creating loyalty. In this hands-on class, we'll look at different ways of getting your story across through video. You'll put together ideas for a story or series of stories you can use to promote your organization's message.

*Mon, Mar 23, 8:30-noon; #6653; \$95; 0.3 CEU*

### **Social Media Marketing 4: Video Production and Distribution**

If you don't have the budget to hire a professional film crew, we'll show you a variety of ways you can create and produce your own low-budget videos using tools you may already own, like an iPhone and a computer, and other video production tools you may want to invest in. Once the video is made, how do you get it out to the various social media sites? Learn how to set up a YouTube page, and where to post your video if you don't want it on YouTube.

*Mon, Mar 23, 1-4:30pm, #6654; \$95; 0.3 CEU*

### **Social Media Marketing 5: The Social Media Smorgasbord**

Not sure which social media sites you should be using—or how you'd even use them if you signed up? We'll go over six of today's most widely popular social media sites, telling you when, why, and how to use these sites for business /not-for-profit purposes. We'll cover: LinkedIn, Facebook, Twitter, Google Plus, YouTube, and Pinterest and show examples of how organizations like yours have been able to use these sites to further their causes.

*Mon, May 11, 8:30am-noon; #6655; \$95; 0.3 CEU*

### **Social Media Marketing 6: Hands-On Facebook**

These classes are designed for people who may be somewhat comfortable using Facebook personally, but have no idea how to use Facebook to promote a cause or attract customers for their business. We'll walk step-by-step through setting up a Facebook Fan page. Bring your computer and get ready to have fun and learn a ton!

*Mon, May 11, 1-4:30pm; #6656; \$95; 0.3 CEU*

## INSTRUCTORS



**Celeste Anton** has been designing and managing websites for 15 years and was the Internet marketing manager for UW-Madison Continuing Studies until 2012. Now as owner of Dandelion Marketing Services in Madison, WI, she manages website projects for businesses large and small. She especially enjoys helping writers and small business owners get their online marketing off the ground.



**Michael Kienitz** is an internationally known freelance photographer and a digital-imaging trainer and consultant, who works with publications around the country. His photographs have appeared in *Time*, *Newsweek*, *The New York Times* and *U.S. News and World Report*.



**Adrienne Machina** has spent nearly 20 years helping businesses attract more leads and convert more sales through effective marketing programs and persuasive messaging. An active member of Toastmasters International, she speaks on social marketing media around the country.



**Kenneth Miller** co-owns Miller Design and Consulting, specializing in publication design, onsite training, and video production services. He has also worked as an associate professor of graphic arts and as a video and visual editor for Capital Newspapers.



**Sharon Van Sluijs** has taught grammar, writing, and literature since 1990; worked at UW Press, UW-Madison, Washburn University, and SUNY; and written and edited for a wide range of clients through her manuscript consulting business, RX: Clarity.



**Wendy Vardaman** is the author of *Obstructed View*, co-editor of *Echolocations*, *Poets Map Madison*, co-editor/webmaster of *Verse Wisconsin*, and co-founder/co-editor of Cowfeather Press. She is one of Madison, Wisconsin's two Poets Laureate (2012-2015).

## GENERAL INFORMATION

### Registration

Call 608-262-2451 (800-741-7416); or fax your registration to 608-265-3163 (include payment by credit card or purchase order).

### Fees

The fee includes instruction, materials, and a nonrefundable administrative fee of \$20. Many classes have limited enrollment; register early.

### Workshop locations

Refer to applicable workshop section for program locations.

### Parking permits

We strongly recommend that you purchase a parking permit (\$13 per day) at least two weeks in advance from the Registration Office, 608-262-1122. Parking in downtown Madison can be difficult if you are not familiar with the city. Parking information will be sent with your registration confirmation or call them directly if you have parking questions. Permits are mailed to registrants.

### Cancellation policy

**Program**—In the event of severe weather or other emergencies, call 608-263-4432 to learn whether a Continuing Studies program or class has been cancelled. Cancellation information will also be posted at [continuingstudies.wisc.edu](http://continuingstudies.wisc.edu); notification for daytime programs will be available by 7am; for programs occurring after 4pm notification will be available by 2:30pm. If a single program is cancelled, you will be notified by phone; please include phone numbers on your registration.

**Participant**—If you are unable to attend or arrange for a substitute, you may obtain a refund minus the \$20 administrative fee by contacting our registration department at least three business days before the program. If you cancel three business days or less before the program, or do not attend, you are responsible for the entire fee. To cancel or arrange for a substitute, please call 608-262-2451 or 800-725-9692.

### For more information

**[continuingstudies.wisc.edu/marketing-and-design](http://continuingstudies.wisc.edu/marketing-and-design)**

**Adobe and audience-centered website classes, and social media:** contact Barry Orton at [bmorton@wisc.edu](mailto:bmorton@wisc.edu) or 608-262-2394.

**Grammar and other writing classes:** contact Christine DeSmet at [cdesmet@dcs.wisc.edu](mailto:cdesmet@dcs.wisc.edu) or 608-262-3447.

If you have a disability and desire accommodations, please advise us when you register. Requests are confidential. Programs offered by UW-Madison in cooperation with UW-Extension. DCS-IMC-10713-11/14

# REGISTRATION FORM

## Please register me for

- |  |       |
|--|-------|
| <input type="checkbox"/> Brushup Class for All Writers: Business, Academic, and Creative, Online       | #9051 |
| <input type="checkbox"/> Getting to Know WordPress, Apr 10   | #6616 |
| <input type="checkbox"/> Grammar and Punctuation: Paths Toward Clarity, Online                         | #9044 |
| <input type="checkbox"/> Photography and Video Utilizing Small Low-cost Drones; Intro., May 15         | #6609 |
| <input type="checkbox"/> Adobe Creative Suite 1, May 1   | #6611 |
| <input type="checkbox"/> Adobe Dreamweaver 1, May 8  | #6613 |
| <input type="checkbox"/> Adobe Illustrator 1, Apr 24   | #6617 |
| <input type="checkbox"/> Adobe InDesign 1 Introduction, Mar 20   | #6612 |
| <input type="checkbox"/> Adobe InDesign 2 Intermediate, Mar 27   | #6615 |
| <input type="checkbox"/> Adobe Photoshop 1, Apr 17   | #6610 |
| <input type="checkbox"/> Social Media Marketing 1: Building a system for Marketing Success, Feb16 (am) | #6651 |
| <input type="checkbox"/> Social Media Marketing 2: Strategy, Feb16 (pm)                                | #6652 |
| <input type="checkbox"/> Social Media Marketing 3: Telling a Story through Video, Mar 23 (am)          | #6653 |
| <input type="checkbox"/> Social Media Marketing 4: Video Production and Distribution, Mar 23 (pm)      | #6654 |
| <input type="checkbox"/> Social Media Marketing 5: Social Media Smorgasbord, May 11 (am)               | #6655 |
| <input type="checkbox"/> Social Media Marketing 6: Hands-On Facebook, May 11 (pm)                      | #6656 |

ENTER 3-DIGIT BROCHURE CODE FROM MAIL PANEL: UW#W55

## Contact information

NAME

TITLE

ORGANIZATION

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## Payment method

- Please bill my organization at the address above.  
 Enclosed is my check payable to UW-Madison.  
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**Online:** [continuingstudies.wisc.edu/marketing-and-design](http://continuingstudies.wisc.edu/marketing-and-design)

**Mail to:** UW-Madison Cont. Studies Registrations, Pyle Center, 702 Langdon St, Madison, WI 53706-1487

**Call:** 608-262-2451 or 800-725-9692 (Wisconsin Relay 711)

**Fax:** 608-265-3163 or 800-741-7416

*Phone, fax or online registrations must include payments by credit card or purchase order.*



## Continuing Studies

UNIVERSITY OF WISCONSIN-MADISON

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MADISON, WI 53715-1218

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