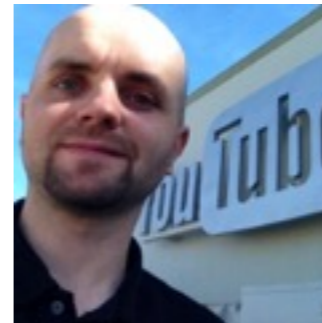


Emerging Internet Media and Associated Creative Practices at
University of Hawaii West O'ahu

UNIVERSITY *of* HAWAI'I

WEST O'AHU



Wojciech Lorenc
Assistant Professor
Creative Media

wlorenc@hawaii.edu

Emerging Internet Media
and
Associated Creative Practices

Emerging Internet Media



I DARE YOU

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Account ▾



Wojciech



Wojciech Lorenc

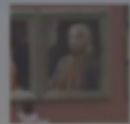
undefined at undefined - Studies at undefined - Lives in Pearl City, Hawaii - Born on May 25, 1979



Friends (497)



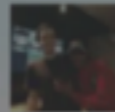
Terrie Byrne



Scott Lynch

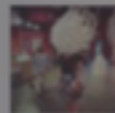


Fawn Ring



Rebecca Pope
WTF?!?

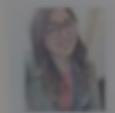
Like - Comment - 3 minutes ago



Truly Render

Happy Free Comic Book Day! One of our family's favorite national holidays, the only one where we might unexpectedly find ourselves trying on chainmail. #nerdz!

Like - Comment - 45 minutes ago



Tracy Ellen Schatzel

Tracy Ellen Schatzel likes Miles Spagnola's post.

Like - Comment - 2 hours ago



Miles Spagnola







ARCADE FIRE



An interactive film by Chris Milk
Featuring "We Used To Wait"
Built in HTML5

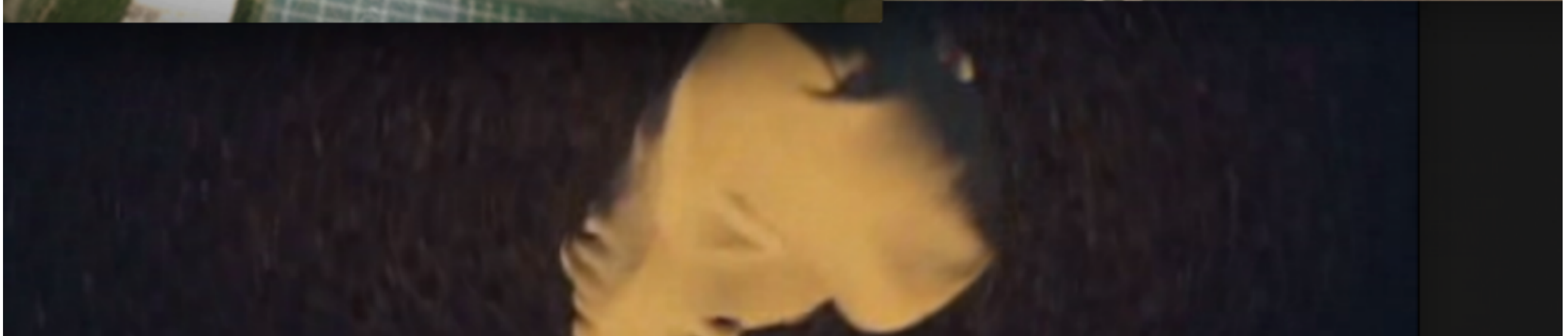
Enter the address of the home where you grew up

SEARCH

[?]









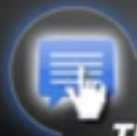


DIRTY WORK

CONNECT WITH
A NEW FORM
OF STORYTELLING

FOURTH WALL

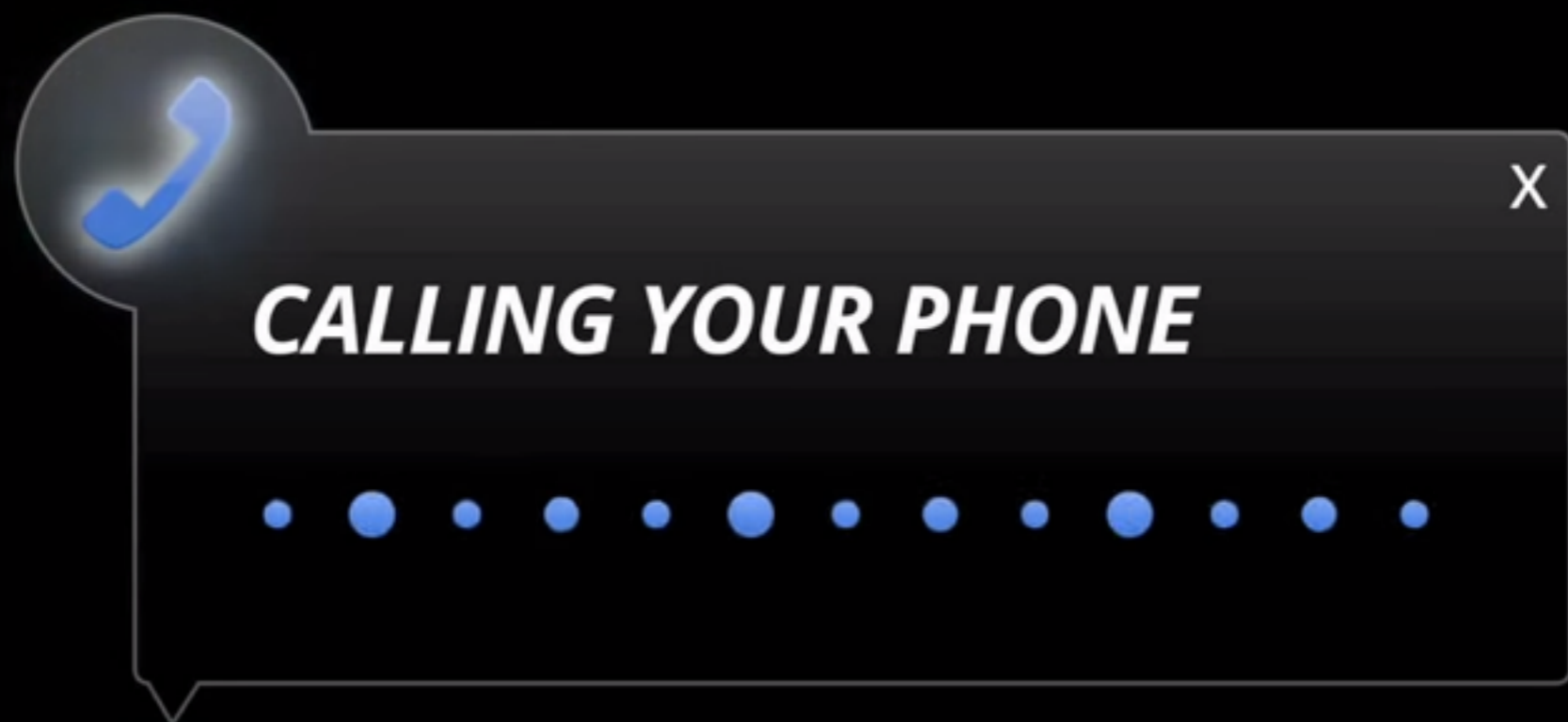
0:02



TEXTING YOUR PHONE

x



A dark grey, rounded rectangular notification box with a white border. In the top left corner, there is a blue telephone handset icon inside a glowing blue circle. In the top right corner, there is a white 'X' icon. The text **CALLING YOUR PHONE** is centered in white, bold, italicized font. Below the text is a horizontal row of 12 blue dots of varying sizes, with the 7th dot from the left being the largest and most prominent. The box has a pointer at the bottom left pointing towards the video player's progress bar.



CLOUDS OVER CUBA

THE CUBAN MISSILE CRISIS AND WHAT MIGHT HAVE BEEN

ENTER THE DOCUMENTARY



AMERICA UNDER COMMUNISM!

EXPERT COMMENTARY
FEAR OF COMMUNISM
(3:32)

0

1
CONTEXT
Life in 1960

United States

Soviet Union

Cuba

RETURN TO FILM

RETURN TO DOSSIER

TOP SECRET

JR

MEMORANDUM FOR THE PRESIDENT

As you know, there is great pressure within the government in favor of a drastic decision with regard to Cuba.

There is, it seems to me, a plausible argument for this decision if one excludes everything but Cuba itself and looks only at the pace of military consolidation within Cuba and the mounting impatience of the armed exiles.

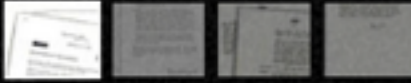
However, as soon as one begins to broaden the focus beyond Cuba to include the hemisphere and the rest of the world, the arguments against this decision begin to gain force.

However well disguised any action might be, it will be ascribed to the United States. The result would be a wave of massive protest, agitation and sabotage throughout Latin America, Europe, Asia and Africa (not to speak of Canada and of certain quarters in the United States). Worst of all, this would be your first dramatic foreign policy initiative. At one stroke, it would dissipate all the extraordinary good will which has been rising toward the new Administration through the world. It would fix a malevolent image of the new Administration in the minds of millions.

It may be that on balance the drastic decision may have to be made. If so, every care must be taken to protect ourselves against the inevitable political and diplomatic fall-out.

1. Would it not be possible to induce Castro to take offensive action first? He has already launched expeditions against Panama and against the Dominican Republic. One can conceive a black oper-

MEMO FOR THE PRESIDENT



THE JOHNNY CASH PROJECT

REGISTER / SIGN IN

[Explore](#) | [Contribute](#) | [About](#) | [Credits](#)

A UNIQUE
COMMUNAL
WORK,
A LIVING
PORTRAIT
OF THE
MAN
IN
BLACK

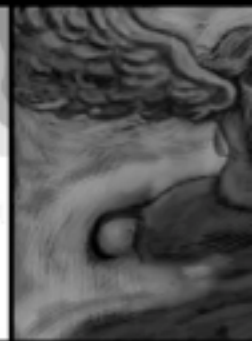
Through this interactive website, participants may draw their own portrait of Johnny Cash to be integrated into a collective whole. As people all over the world contribute, the project will continue to evolve and grow, one frame at a time.

Submit your drawing to become a part of the new music video for the song "Ain't No Grave". Strung together and relayed in sequence your art, paired with Johnny's haunting song, will become a living, moving, and ever changing portrait of the legendary Man in Black.

[WATCH THE VIDEO](#)

[CONTRIBUTE](#)

[WATCH THE DOC](#)





TIME: 00:00:17



FRAME: 140

Timeline and metadata display showing frame numbers and associated data points across multiple tracks.

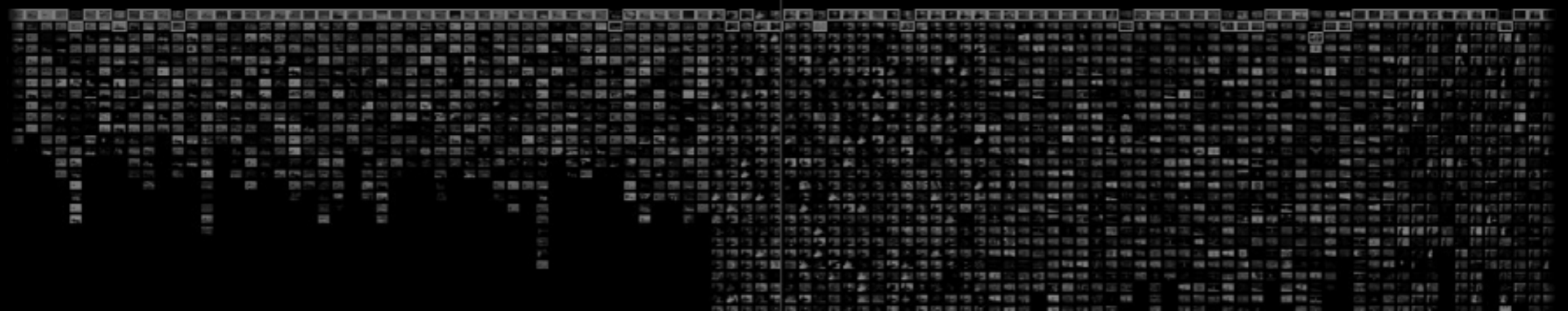
Click to go forward, hold to see history



TIME: 00:00:30



FRAME: 239



1. Take This Lollipop
2. Dirty Work
3. Johnny Cash Project
4. Qwiki Platform
5. Beck: Hello Again
6. The Wilderness Downtown
7. 3 Dreams of Black
8. Clouds over Cuba
9. Wheezy Waiter
10. Please Subscribe
11. Kony 2012

Emerging Internet Media
and
Associated Creative Practices

What skills do you need to create such projects?

Skills Mapping

CATEGORY OF SKILLS	SKILLS	Take This Lollipop	Dirty Work
Story/Experience Conceptualization	ideation	x	x
Story/Experience Conceptualization	research (subject matter)	x	x
Story/Experience Conceptualization	research (technology)	x	x
Story/Experience Conceptualization	research (audience/participants)	x	x
Story/Experience Writing	writing	x	x
Direction of Story/Experience Execution	creative supervision	x	x

CATEGORY OF SKILLS	SKILLS	Take This Lollipop	Dirty Work	Johnn Cash Project	Qwik! Platt	Back: Hello Again	The Widens Down	3 Dreams of Black	Cloude over Cuba	Wheez Walter	Please Subso	Kony 2012
Story/Experience Conceptualization	location	X	X	X	X	X	X	X	X	X	X	X
Story/Experience Conceptualization	research (subject matter)	X	X	X		X	X	X	X	X	X	X
Story/Experience Conceptualization	research (technology)	X	X	X	X	X	X	X	X	X	X	X
Story/Experience Conceptualization	research (audience/participants)	X	X	X	X	X	X	X	X	X	X	X
Story/Experience Writing	writing	X	X				X	X	X	X	X	X
Direction of Story/Experience Execution	creative supervision	X	X	X	X	X	X	X	X	X	X	X
Entrepreneurial Skills	business planning				X					X	X	
Entrepreneurial Skills	market research				X					X	X	
Entrepreneurial Skills	pitching	X	X	X	X	X	X	X	X	X		X
Entrepreneurial Skills	financing	X	X	X	X	X	X	X	X	X	X	X
Entrepreneurial Skills	budgeting	X	X	X	X	X	X	X	X	X	X	X
Entrepreneurial Skills	monetization		X		X					X	X	X
Entrepreneurial Skills	brand integration			X		X	X			X		
Writing (Video)	writing-individual	X	X				X	X	X	X	X	X
Writing (Video)	team writing		X						X			
Writing (Video)	structuring	X	X				X	X	X	X	X	X
Writing (Video)	character development	X	X							X		
Writing (Non-Linear)	non-linear writing							X	X	X		
Writing	multi-screen writing (synchronous delivery)		X									
Video Pre-Production	scheduling	X	X				X	X	X	X	X	X
Video Pre-Production	hiring crew	X	X			X	X	X	X	X		X
Video Pre-Production	legal (licenses, permits, etc.)	X	X			X	X	X	X	X	X	X
Video Pre-Production	casting	X	X			X	X	X		X		X
Video Pre-Production	visualization (art direction)	X	X				X	X		X		X
Video Production	art direction	X	X			X	X	X	X	X	X	X
Video Production	set design	X	X			X	X	X	X	X	X	X
Video Production	visualization (cinematography)	X	X				X	X	X	X	X	X
Video Production	composition	X	X			X	X	X	X	X	X	X
Video Production	lighting	X	X			X	X	X	X	X	X	X
Video Production	camera operation	X	X			X	X	X	X	X	X	X
Video Production	green screen cinematography						X			X		
Video Production	directing (camera-actors)	X	X				X	X		X		X
Video Production	interpretation (text to shots)	X	X				X	X	X	X		X
Video Production	visualization (directing)	X	X			X	X	X	X	X	X	X
Video Production	communicating performance objectives	X	X			X	X	X		X		X
Video Production	360 degree video recording					X						
Video Production	3d (stereo) video recording											
Video Post-Production	interpretation (shots to edits)	X	X				X	X	X	X	X	X
Video Post-Production	asset management	X	X			X	X	X	X	X	X	X
Video Post-Production	editing	X	X			X	X	X	X	X	X	X
Video Post-Production	color correction	X	X			X	X	X	X	X	X	X
Video Post-Production	workflow	X	X			X	X	X	X	X	X	X
Video Post-Production	visualization (post-production)	X	X				X	X	X	X		X
Video Post-Production	design	X	X				X	X	X	X	X	X
Video Post-Production	asset creation	X	X				X	X	X	X	X	X
Video Post-Production	compositing	X	X				X	X	X	X	X	X
Video Post-Production	motion graphics	X	X				X	X	X	X	X	X
Video Post-Production	visual effects	X	X				X	X		X		
Video Sound Production	multi-axis binaural recording					X						
Video Sound Production	creating sounds							X		X		
Video Sound Production	finding sounds	X	X						X	X	X	

CATEGORY OF SKILLS	SKILLS	Take This Lollipop	Dirty Work	Johnn Cash Projec	Qwirk Platf	Beck: Halo Again	The Widem of Downw Black	3 Dreams	Clouds over Cuba	Wheez Writer	Please Subscr 2012	Kony
Video Sound Production	microphone usage	x	x			x			x	x	x	x
Video Sound Production	field sound recording	x	x					x	x	x	x	x
Video Sound Production	live mixing					x						
Video Sound Production	sound edit	x	x				x	x		x	x	x
Video Sound Production	adr											
Video Sound Production	Foley		x							x		
Video Sound Production	mixing	x	x				x	x	x	x	x	x
Video Sound Production	sound design	x	x					x	x	x	x	x
Video Sound Production	sweetening	x	x					x	x	x		x
Video Sound Production	voice over								x	x	x	x
Video Sound Production	dubbing											
Video Sound Production	mastering	x	x			x	x	x	x	x	x	x
Collaboration	Remote Collaboration	x	x	x		x	x	x	x	x		
Interaction Design	interactive audio				x	x		x	x			
Interaction Design	audio scripting				x			x	x			
Interaction Design	needs analysis	x	x	x	x			x	x	x		
Interaction Design	wire framing (interaction design)		x	x	x		x	x	x	x		
Interaction Design	wire framing (interface design)	x	x	x	x		x	x	x	x		
Interaction Design	interaction design	x	x	x	x		x	x	x	x		x
Interaction Design	interface design	x	x	x	x		x	x	x	x		x
Interaction Design	usability testing	x	x	x	x		x	x	x	x		x
Interaction Design	web design	x	x	x	x		x	x	x	x	x	x
Programming	web programming	x	x	x	x		x	x	x			
Programming	data design	x	x	x	x		x	x	x			
Programming	versioning	x	x	x	x		x	x	x			
Programming	Game Programming											
Programming	Graphics Programming (Processing)											
Digital Image Creation and Manipulation	graphic design	x	x	x	x		x	x	x	x	x	x
Digital Image Creation and Manipulation	drawing						x	x				
Digital Image Creation and Manipulation	digital painting						x	x				
Digital Image Creation and Manipulation	illustration			x		x	x	x	x	x		
Digital Image Creation and Manipulation	photo editing	x				x	x	x	x	x	x	x
Digital Image Creation and Manipulation	photography					x	x	x		x	x	x
Digital Image Creation and Manipulation	texturing							x				
3D Model Creation, Manipulation, etc.	digital sculpting (3D)							x				
3D Model Creation, Manipulation, etc.	polygon modeling (3D)							x				
3D Model Creation, Manipulation, etc.	kinematics (3D)							x				
3D Model Creation, Manipulation, etc.	rigging (3D)							x				
3D Model Creation, Manipulation, etc.	Motion Capture											
Game Development	technical writing											
Game Development	game level design											
Game Development	game narrative design									x		
Audience Development and Engagement	audience research						x	x		x	x	x
Audience Development and Engagement	blogging		x	x						x	x	x
Audience Development and Engagement	video blogging									x	x	
Audience Development and Engagement	micro-blogging	x		x						x	x	x
Audience Development and Engagement	using demographic metrics									x	x	

Media Literacy
Story/Experience Conceptualization
Writing
Video and Sound Production
Digital Image Creation and Manipulation
Interaction Design
Computer Programming
Entrepreneurship
Audience Development and Engagement

Findings

In many cases the skills necessary to complete such projects are the traditional skills associated with filmmaking, game design, web design, etc.

example:

Cinematographer who shot Take This Lollipop regularly works on commercials, television shows and feature length movies.

Are there any NEW Creative Practices?

I color coded areas that were executed by the same person.

CATEGORY OF SKILLS	SKILLS	Take This Lollipop	Dirty Work	Johnn Cash Projec	Qwiki Hello Platf	Beck: Hello Again	The Wilden of Down	3 Dreams Black	Clouds over Cuba	Wheez Walter	Please Subso	Kony 2012
Story/Experience Conceptualization	ideation	x	x	x	x	x	x	x	x	x	x	x
Story/Experience Conceptualization	research (subject matter)	x	x	x		x	x	x	x	x	x	x
Story/Experience Conceptualization	research (technology)	x	x	x	x	x	x	x	x	x	x	x
Story/Experience Conceptualization	research (audience/participants)	x	x	x	x	x	x	x	x	x	x	x
Story/Experience Writing	writing	x	x				x	x	x	x	x	x
Direction of Story/Experience Execution	creative supervision	x	x	x	x	x	x	x	x	x	x	x
Entrepreneurial Skills	business planning				x					x	x	
Entrepreneurial Skills	market research				x					x	x	
Entrepreneurial Skills	pitching	x	x	x	x	x	x	x	x	x		x
Entrepreneurial Skills	financing	x	x	x	x	x	x	x	x	x	x	x
Entrepreneurial Skills	budgeting	x	x	x	x	x	x	x	x	x	x	x
Entrepreneurial Skills	monetization		x		x					x	x	x
Entrepreneurial Skills	brand integration			x		x	x	x		x		
Writing (Video)	writing-individual	x	x				x	x	x	x	x	x
Writing (Video)	team writing		x						x			
Writing (Video)	structuring	x	x				x	x	x	x	x	x
Writing (Video)	character development	x	x							x		
Writing (Non-Linear)	non-linear writing							x	x	x		
Writing	multi-screen writing (synchronous delivery)		x									
Video Pre-Production	scheduling	x	x				x	x	x	x	x	x
Video Pre-Production	hiring crew	x	x			x	x	x	x	x		x
Video Pre-Production	legal (licences, permits, etc.)	x	x			x	x	x	x	x	x	x
Video Pre-Production	casting	x	x			x	x	x		x		x
Video Pre-Production	visualization (art direction)	x	x				x	x		x		x
Video Production	art direction	x	x			x	x	x	x	x	x	x
Video Production	set design	x	x			x	x	x	x	x	x	x
Video Production	visualization (cinematography)	x	x				x	x	x	x	x	x
Video Production	composition	x	x			x	x	x	x	x	x	x
Video Production	lighting	x	x			x	x	x	x	x	x	x
Video Production	camera operation	x	x			x	x	x	x	x	x	x
Video Production	green screen cinematography							x		x		
Video Production	directing (camera+actors)	x	x				x	x		x		x
Video Production	interpretation (text to shots)	x	x				x	x	x	x		x
Video Production	visualization (directing)	x	x			x	x	x	x	x	x	x
Video Production	communicating performance objectives	x	x			x	x	x		x		x
Video Production	360 degree video recording					x						
Video Production	3d (stereo) video recording											
Video Post-Production	interpretation (shots to edits)	x	x				x	x	x	x	x	x
Video Post-Production	asset management	x	x			x	x	x	x	x	x	x
Video Post-Production	editing	x	x			x	x	x	x	x	x	x
Video Post-Production	color correction	x	x			x	x	x	x	x	x	x
Video Post-Production	workflow	x	x			x	x	x	x	x	x	x
Video Post-Production	visualization (post-production)	x	x				x	x	x	x		x
Video Post-Production	design	x	x				x	x	x	x	x	x
Video Post-Production	asset creation	x	x				x	x	x	x	x	x
Video Post-Production	compositing	x	x				x	x	x	x	x	x
Video Post-Production	motion graphics	x	x				x	x	x	x	x	x
Video Post-Production	visual effects	x	x				x	x		x		
Video Sound Production	multi-axis binaural recording					x						
Video Sound Production	creating sounds							x		x		
Video Sound Production	finding sounds	x	x						x	x	x	

CATEGORY OF SKILLS	SKILLS	Take This Lollipop	Dirty Work	John Cash Projec	Qwik Platf	Black Halo Again	The Wilden of Downx	3 Dreams Black	Clouds over Cuba	Wheez Waiter	Please Subso	Kony 2012
Video Sound Production	microphone usage	x	x			x			x	x	x	
Video Sound Production	field sound recording	x	x					x	x	x	x	x
Video Sound Production	live mixing					x						
Video Sound Production	sound edit	x	x				x	x		x	x	x
Video Sound Production	adr											
Video Sound Production	foley		x							x		
Video Sound Production	mixing	x	x				x	x	x	x	x	x
Video Sound Production	sound design	x	x					x	x	x	x	x
Video Sound Production	sweetening	x	x					x	x	x		x
Video Sound Production	voice over								x	x	x	x
Video Sound Production	dubbing											
Video Sound Production	mastering	x	x			x	x	x	x	x	x	x
Collaboration	Remote Collaboration	x	x	x		x	x	x	x	x		
Interaction Design	interactive audio				x	x		x	x			
Interaction Design	audio scripting				x	x		x	x			
Interaction Design	needs analysis	x	x	x	x	x		x	x	x		
Interaction Design	wire framing (interaction design)		x	x	x	x	x	x	x	x		
Interaction Design	wire framing (interface design)	x	x	x	x	x	x	x	x	x		
Interaction Design	interaction design	x	x	x	x	x	x	x	x	x		x
Interaction Design	interface design	x	x	x	x	x	x	x	x	x		x
Interaction Design	usability testing	x	x	x	x	x	x	x	x	x		x
Interaction Design	web design	x	x	x	x	x	x	x	x	x	x	x
Programming	web programming	x	x	x	x	x	x	x	x			
Programming	data design	x	x	x	x		x	x	x			
Programming	versioning	x	x	x	x		x	x	x			
Programming	Game Programming											
Programming	Graphics Programming (Processing)											
Digital Image Creation and Manipulation	graphic design	x	x	x	x		x	x	x	x	x	x
Digital Image Creation and Manipulation	drawing						x	x				
Digital Image Creation and Manipulation	digital painting						x	x				
Digital Image Creation and Manipulation	illustration			x		x	x	x	x	x		
Digital Image Creation and Manipulation	photo editing	x				x	x	x	x	x	x	x
Digital Image Creation and Manipulation	photography					x	x	x		x	x	x
Digital Image Creation and Manipulation	texturing						x					
3D Model Creation, Manipulation, etc.	digital sculpting (3D)							x				
3D Model Creation, Manipulation, etc.	polygon modeling (3D)							x				
3D Model Creation, Manipulation, etc.	kinematics (3D)							x				
3D Model Creation, Manipulation, etc.	rigging (3D)							x				
3D Model Creation, Manipulation, etc.	Motion Capture											
Game Development	technical writing											
Game Development	game level design											
Game Development	game narrative design									x		
Audience Development and Engagement	audience research						x	x		x	x	x
Audience Development and Engagement	blogging		x	x						x	x	x
Audience Development and Engagement	video blogging									x	x	
Audience Development and Engagement	micro-blogging	x		x						x	x	x
Audience Development and Engagement	using demographic metrics									x	x	

CATEGORY OF SKILLS	SKILLS	Take This Lollipop	Dirty Work	John Cash Project	Qwirkle	Hello Again	Beck: The Wilden Down	9 Dreams of Black	Clouds over Cuba	Wheezy Waiter	Please Subscribe	Kony 2012
Audience Development and Engagement	using web metrics		x	x	x	x	x	x	x	x	x	x
Audience Development and Engagement	using video metrics		x							x	x	
Audience Development and Engagement	seo		x							x	x	
Audience Development and Engagement	veo		x							x	x	
Audience Development and Engagement	online advertising		x	x		x	x			x		
Audience Development and Engagement	content marketing									x	x	
Audience Development and Engagement	developing a traffic strategy	x	x	x	x	x	x	x		x	x	x
Audience Development and Engagement	online video publishing									x	x	x
Audience Development and Engagement	online video algorithm									x	x	x
Audience Development and Engagement	cross-promotion									x	x	
Audience Development and Engagement	audience engagement strategy	x	x	x	x	x	x	x		x	x	x

2 CREATIVE PRACTICES EMERGED

New Media Generalist

(credited as Producer, Maker, Director, etc. depending on the project)

A person who is responsible for conceptualization and creation of an internet based video project. This person takes a hands-on approach in the execution phase. This person writes, shoots, and edits. This person designs a website for the project, and designs and executes interaction in the videos. This person uses social media channels to engage the audience. He pitches ideas to ad agencies, brands, nonprofits, etc. or raises funds for his startup. Small and medium businesses seek him out and offer in house video production positions.

Craig Benzine



Video Producer

Craig Gene Benzine is an American video producer, musician, and vlogger better known by his YouTube channel name of WheezyWaiter. As of March 9, 2015, his channel has over 572,000 subscribers and more than 97 million total video views.

[Wikipedia](#)

Born: October 5, 1980 (age 34), [Marshall, WI](#)

TV shows: [Dr Fubalous](#)

Nominations: [Shorty Award for Web Show](#)

CATEGORY OF SKILLS	SKILLS	Take This Lollipop	Dirty Work	Johnn Cash Projec	Qwiki Hello Platf	Beck: Hello Again	The Wilden of Down	3 Dreams Black	Clouds over Cuba	Wheez Walter	Please Subso	Kony 2012
Story/Experience Conceptualization	ideation	x	x	x	x	x	x	x	x	x	x	x
Story/Experience Conceptualization	research (subject matter)	x	x	x		x	x	x	x	x	x	x
Story/Experience Conceptualization	research (technology)	x	x	x	x	x	x	x	x	x	x	x
Story/Experience Conceptualization	research (audience/participants)	x	x	x	x	x	x	x	x	x	x	x
Story/Experience Writing	writing	x	x				x	x	x	x	x	x
Direction of Story/Experience Execution	creative supervision	x	x	x	x	x	x	x	x	x	x	x
Entrepreneurial Skills	business planning				x					x	x	
Entrepreneurial Skills	market research				x					x	x	
Entrepreneurial Skills	pitching	x	x	x	x	x	x	x	x	x		x
Entrepreneurial Skills	financing	x	x	x	x	x	x	x	x	x	x	x
Entrepreneurial Skills	budgeting	x	x	x	x	x	x	x	x	x	x	x
Entrepreneurial Skills	monetization		x		x					x	x	x
Entrepreneurial Skills	brand integration			x		x	x	x		x		
Writing (Video)	writing-individual	x	x				x	x	x	x	x	x
Writing (Video)	team writing		x						x			
Writing (Video)	structuring	x	x				x	x	x	x	x	x
Writing (Video)	character development	x	x							x		
Writing (Non-Linear)	non-linear writing							x	x	x		
Writing	multi-screen writing (synchronous delivery)		x									
Video Pre-Production	scheduling	x	x				x	x	x	x	x	x
Video Pre-Production	hiring crew	x	x			x	x	x	x	x		x
Video Pre-Production	legal (licences, permits, etc.)	x	x			x	x	x	x	x	x	x
Video Pre-Production	casting	x	x			x	x	x		x		x
Video Pre-Production	visualization (art direction)	x	x				x	x		x		x
Video Production	art direction	x	x			x	x	x	x	x	x	x
Video Production	set design	x	x			x	x	x	x	x	x	x
Video Production	visualization (cinematography)	x	x				x	x	x	x	x	x
Video Production	composition	x	x			x	x	x	x	x	x	x
Video Production	lighting	x	x			x	x	x	x	x	x	x
Video Production	camera operation	x	x			x	x	x	x	x	x	x
Video Production	green screen cinematography							x		x		
Video Production	directing (camera+actors)	x	x				x	x		x		x
Video Production	interpretation (text to shots)	x	x				x	x	x	x		x
Video Production	visualization (directing)	x	x			x	x	x	x	x	x	x
Video Production	communicating performance objectives	x	x			x	x	x		x		x
Video Production	360 degree video recording					x						
Video Production	3d (stereo) video recording											
Video Post-Production	interpretation (shots to edits)	x	x				x	x	x	x	x	x
Video Post-Production	asset management	x	x			x	x	x	x	x	x	x
Video Post-Production	editing	x	x			x	x	x	x	x	x	x
Video Post-Production	color correction	x	x			x	x	x	x	x	x	x
Video Post-Production	workflow	x	x			x	x	x	x	x	x	x
Video Post-Production	visualization (post-production)	x	x				x	x	x	x		x
Video Post-Production	design	x	x				x	x	x	x	x	x
Video Post-Production	asset creation	x	x				x	x	x	x	x	x
Video Post-Production	compositing	x	x				x	x	x	x	x	x
Video Post-Production	motion graphics	x	x				x	x	x	x	x	x
Video Post-Production	visual effects	x	x				x	x		x		
Video Sound Production	multi-axis binaural recording					x						
Video Sound Production	creating sounds							x		x		
Video Sound Production	finding sounds	x	x						x	x	x	

Creative Lead

(often credited as Interactive Director, Director, Writer, etc.)

A person who is responsible for conceptualization and often creative supervision of an internet based project. This person designs an optimal audience experience by choosing the right technology or platform to convey the desired story or message. This person knows how to write across many media. This person researches emerging technologies and considers their use in internet storytelling. This person pitches ideas to studios, advertising agencies or brands or, alternatively, takes an entrepreneurial approach and raises funds for his startup.



Chris Milk

Music Video Director

Chris Milk is an American music video director and photographer. He has directed videos for Kanye West, U2, Green Day, Courtney Love, Audioslave, Modest Mouse, Gnarls Barkley and Arcade Fire.

[Wikipedia](#)

Born: [Glen Cove, NY](#)

Movies: [The Wilderness Downtown](#), [Last Day Dream](#), [More](#)

Awards: [Clio Award for Interactive](#)

Nominations: [Grammy Award for Best Music Video](#)

Creative Lead

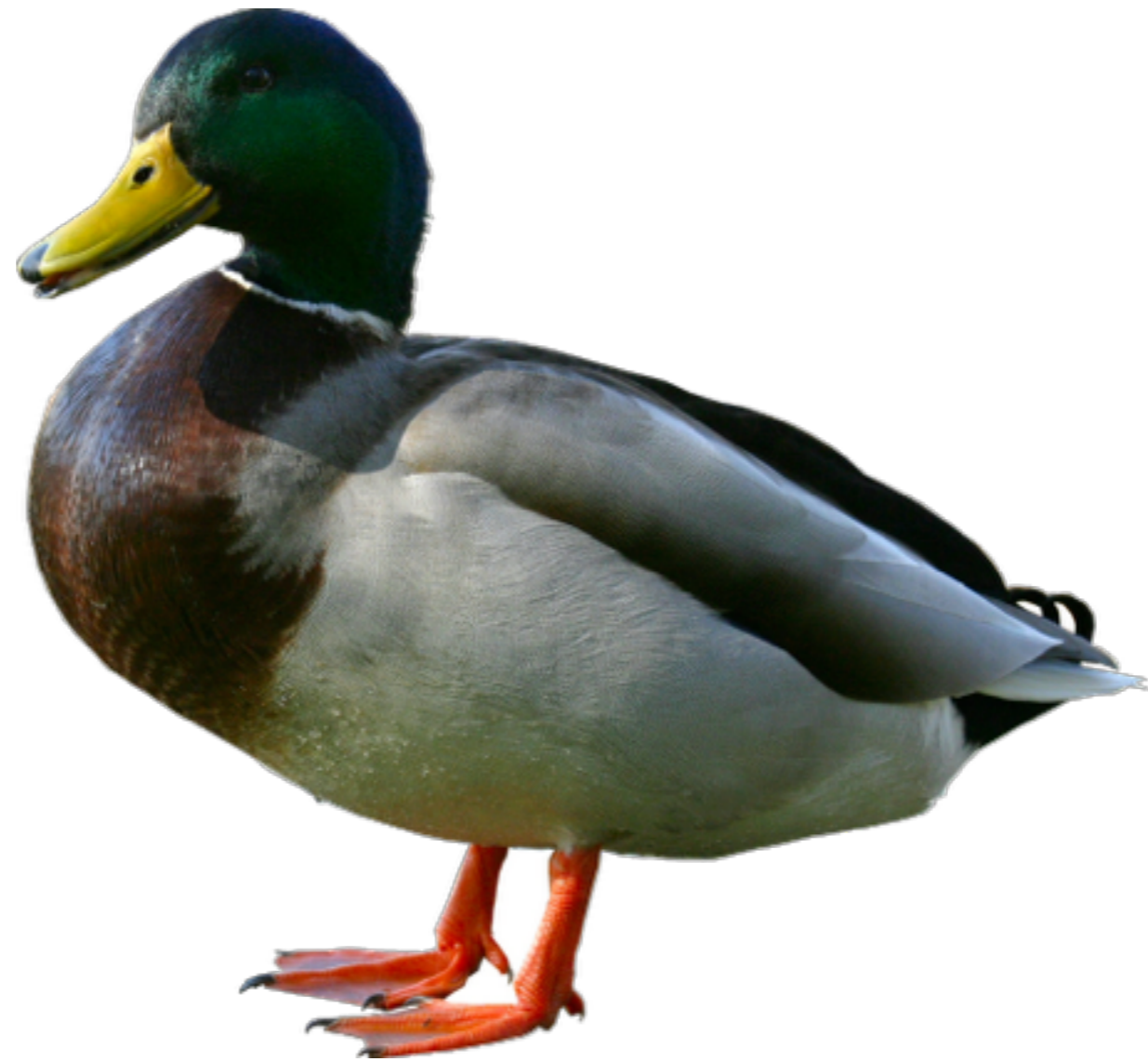
(often credited as Interactive Director, Director, Writer, etc.)



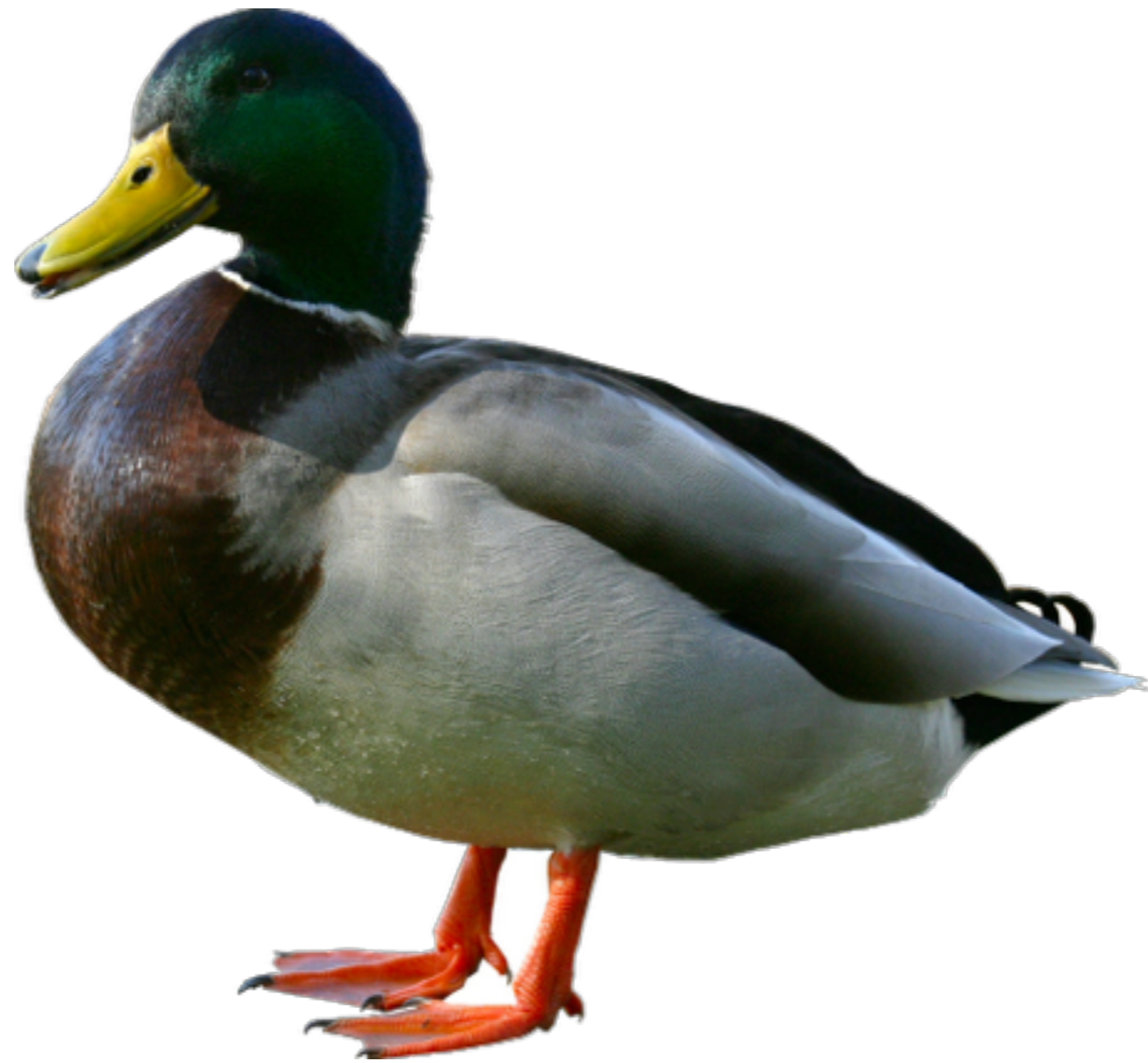
Chris Milk







A duck can walk, fly and swim



A duck can walk, fly and swim

... but it can't do any of these things well.

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WEST O'AHU



Creative Media
Curriculum

Media Literacy
Story/Experience Conceptualization
Writing
Video and Sound Production
Digital Image Creation and Manipulation
Interaction Design
Computer Programming
Entrepreneurship
Audience Development and Engagement

Introductory and Intermediate Courses

Media Literacy

Story/Experience Conceptualization

Writing

Video and Sound Production

Digital Image Creation and Manipulation

Interaction Design

Computer Programming

Entrepreneurship

Audience Development and Engagement

Introductory and Intermediate Courses

Media Literacy

Story/Experience Conceptualization

Writing

Video and Sound Production

Digital Image Creation and Manipulation

Interaction Design

Computer Programming

Entrepreneurship

Audience Development and Engagement

Advanced Upper Level Courses

Introductory and Intermediate Courses

Media Literacy

Story/Experience Conceptualization

Writing

Video and Sound Production

Digital Image Creation and Manipulation

Interaction Design

Computer Programming

Entrepreneurship

Audience Development and Engagement

Advanced Upper Level Courses

Cross-Disciplinary Experimentation

Advanced Upper Level Documentary Course

CM400 D: Creative Media Master Class: Documentary Arts

Advanced Upper Level Documentary Course

CM400 D: Creative Media Master Class: Documentary Arts

Syllabus

CM 400 D:
Creative Media Master Class:
Documentary Arts

University of Hawai'i - West O'ahu

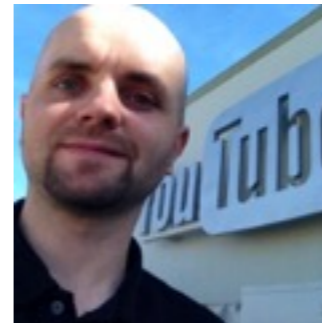
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COURSE DESCRIPTION

CM 400 D: Creative Media Master Class: Documentary Arts explores various approaches to storytelling in the world of non-fiction. Through screenings, demonstrations, discussion, hands-on projects and guest talks, the course explores a) types of web based documentary projects; b) the art of "the pitch"; c) web documentary research and development, and d) online non-fiction media distribution strategies. The course welcomes experimentation and, in addition to documentary films, encourages creation of websites, games, apps, etc. that are documentary in nature.

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Wojciech Lorenc
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Creative Media

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