

VIPP GLOBAL VIRTUAL WINTER SCHOOL *at Michigan State University*

DIGITAL STORYTELLING

Go Behind the Scenes

COURSE DESCRIPTION

In today's super-connected world, social media plays a powerful role in sharing information, shaping our perspectives, influencing behavior, and driving trends. With the rise of digital platforms and an ever-evolving content landscape, understanding the principles behind storytelling and content creation has never been more critical. This course offers a unique introduction to the world of media, content creation, and storytelling through the lens of an American university experience.

Engage with diverse media, from Hollywood blockbusters to viral TikTok trends. Discover how storytelling varies across cultures, industries, and platforms while exploring media's influence on global audiences. Through practical assignments, interactive discussions, and global media case studies, participants will gain hands-on experience and an insider's perspective on media industry trends, job markets, and creative processes. Students will develop a storytelling piece—whether a short film, ad campaign, or social media content—and receive feedback to sharpen their work for real-world impact. Dive behind the scenes of production and boost your career prospects in the media and creative industry!

DETAILS

Fees and Payment

- \$800 per person
- Pay online by December 31, 2024
- No refund once program starts

Delivery Platform

Zoom and D2L

Program Dates

10 days in a two-week period:

Monday, January 13 to
Friday, January 24, 2025

HOW TO APPLY

Applications open November 1, 2024 and close December 16, 2024.

Contact vippmsu@msu.edu for further information.

To apply, visit vipp.msu.edu/winter



CLASS TIME

TIME ZONE	East Lansing, MI USA (EST)	Indonesia (Jakarta)	China Philippines Malaysia	Japan S. Korea
Local Time	7:30am - 9:00am	7:30pm - 9:00pm	8:30pm - 10:00pm	9:30pm - 11:00pm

Note:

- A total of 15 synchronous contact hours and approximately 15 hours of offline project time.
- This course is equivalent to 1 credit at MSU but no official MSU credit will be awarded.

INSTRUCTOR

Professor Amol Pavangadkar

Amol Pavangadkar, a Professor of Practice and Senior Specialist at Michigan State University, is an award-winning educator and media professional with expertise across multiple fields. Holding graduate degrees in tv, radio, and film, as well as financial management and human resources, he also has an undergraduate degree in electronics. Beyond academics, Amol actively produces short films, commercials, and TV pilots, mentoring students using industry-standard equipment. His recent documentary work addresses critical global issues, including race, the pandemic, human trafficking, trauma response, and climate change communication.

Recognized for his significant contributions, Amol is the only MSU faculty member to receive the prestigious Faculty Seminar Fellowship from the Academy of Television Arts and Sciences (2012). He has also been honored with the MSU Faculty Impact Award (2016), the iTeachMSU Teaching Award (2019), and India's Balgandharva Puraskar for excellence in media and arts.

ADMISSION REQUIREMENTS

- Open to undergraduate or graduate students at any accredited college or university, and high school seniors
- Intermediate English skills
- Any major
- Modern laptop or desktop computer with webcam
- Access to a reliable internet connection
- Commitment to participate in all scheduled online meetings and complete assignments on time

CERTIFICATION

A joint certificate of completion will be awarded by the MSU College of Communication Arts and Sciences and the Visiting International Professional Program.

APPLICATION

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APPLY TODAY!

