The Digital Media Lab program at Burlington Technical Center (BTC) is the place for those students who are interested in electronic music, podcasting, graphic design, video, FX, and emerging media. The Digital Media Lab program introduces students to digital media production through a mix of drama, art, music, and technology.
Jude is a freelance photographer and videographer, and she also works as a Production Tech at the Media Factory.

In Jude’s words...

“I love that every day is different. I really love the diversity of people and organizations and events that I cover. It’s an ongoing learning experience and puts me in the path of a lot of different communities and a lot of different missions and objectives for who I’m working for.”

Jude said that she first became interested in storytelling through participating in theater productions. After studying theater in high school and college, Jude transitioned from creating stories to capturing them through photography and videography. Jude noted that – although her art form has changed – her motivation remains the same: to tell mission-driven stories and share those with her audiences. See the images below to view two examples of her work.

Now, as a photographer, Jude enjoys the freedom to be able to pick up her camera and start working immediately on projects, as well as the opportunity to work with a variety of organizations. As she said, “I do love the eclectic and diverse and wide-ranging client base that I have and things that I get to do on a daily basis.”

As you watch Jude’s video, here are a few questions to think about:

- What does Jude love about her job?
- What is a challenge that Jude faces in her job?
- Could you see yourself as a photographer and/or a videographer in the future? Why or why not?
- Are you interested in learning more about Digital Media?
GOAL: Create a cool and unique media project using any device that you have available to answer one of the following question prompts below.

PROCESS:

1. Pick from one of the prompt options below:

<table>
<thead>
<tr>
<th>PROMPT ONE:</th>
<th>PROMPT TWO:</th>
<th>PROMPT THREE:</th>
<th>PROMPT FOUR:</th>
</tr>
</thead>
<tbody>
<tr>
<td>My Pandemic</td>
<td>Introducing My Quarantine Hobbies</td>
<td>So, this is Summer 2020</td>
<td>The Family Drama</td>
</tr>
</tbody>
</table>

2. Think about which medium (video, audio, photography) you would like to work in. Options include:

- VIDEO—Use your phone or a camera, and edit with (iMovie for iPhone or PowerDirector/InShot for Android)
- AUDIO—Write and/or record an original song about a prompt, a song based on the themes of Summer, Quarantine, Family, or an emotion related to the feelings connected with these themes (examples: Sadness, Happiness, Love, Anxiety, Fear)
  - Use free software apps for iPhone (Garageband or Spire) or Android (BandLab or Music Maker Jam)
- PHOTOGRAPHY—Create an original series of photos (4-5 photos) based on the themes of Summer, Quarantine, Family, or an emotion related to the feelings connected with these themes (examples: Sadness, Happiness, Love, Anxiety, Fear)

3. Breaking down the process for each medium:

- VIDEO:
  - Brainstorm a story idea. Write some ideas down. Let your mind wander.
  - Get real with your idea and figure out how to do it. Who will you need to be in it? What do you need to make it? Where will you make it? Who in your house could help?
  - Have fun making it and don’t be afraid to make mistakes. Mistakes make for a better blooper reel! Get more shots than you think you might need. This will help you when you edit!
  - Put it all together and make it look cool. Whichever editing software you use, make sure to trim your clips for any sounds that don’t work with your story or idea. Add some music if you think it works with your idea (make sure the music is appropriate for anybody to hear, you never know...)
  - Upload and share your finished piece. Congrats! You made a cool video!
Media Maker Activity, continued

By: Jason Raymond,
BTC’s Digital Media Lab teacher

PROCESS:

3. Breaking down the process for each medium, continued:

   □ AUDIO:

   ● Brainstorm your song idea. Get into the vibe of what you want to make.
   ● Capture ideas for lyrics, a melody, and/or a chord pattern using any microphone recording software on your phone (like MusicMemo on iPhone or a free microphone on Android)
   ● Record using an app or software application. Spend some extra time learning the app before you are ready to record your idea, if possible. That way you won’t be frustrated when you want to do the real song!
   ● Edit your song. Add effects to individual tracks, as needed. Let your ears be your guide!
   ● Upload and share your finished piece. Congrats! You made a cool song!

   □ PHOTOGRAPHY:

   ● Brainstorm your photo series idea. Allow your brain to wander and get abstract.
   ● Capture photos based on your ideas. When you are taking your photos, add more style by:
     ○ Playing with where you are positioning the objects in your frame (find something that catches your eye)
     ○ Looking for lines, symmetry (how objects are arranged in space), different colors, patterns, shapes
     ○ Remembering to keep important parts of your photos with enough light and focus
   ● Edit your photos using free apps like PS Express or photo editing tools that come with your phone
   ● Upload and share your finished photos. Congrats! You made cool photos!
What are a few of the projects that students do in this program?

Students in the Digital Media Lab do tons of projects (films, songs, photography, podcasts, special FX, beat making) using different tools of media production. All students learn how to use digital photography cameras, video equipment (cameras, tripods, microphones, lights), podcasting, audio production (beat making and music recording/producing), and a variety of Adobe apps (like Photoshop, Premiere, After Effects, Audition) and audio editing software (Ableton and Logic).

Why should a middle schooler consider doing this program?

A middle schooler should consider this program if they enjoy making videos, music, photography, or like to learn more about special effects in movies. This is a very hands-on class. We don’t spend a lot of time reading about subjects, students learn how to do the work through direct experience. For example, instead of reading about how drones are used in movies, students use a drone to make a short movie. Students who are passionate about creating content for the internet, social media, and other media platforms (TV, movies, video games, streaming services) are strongly encouraged to do this program.

What advice would you give to a middle schooer who is interested in exploring this career field?

Use whatever medium you have (cell phone, old video camera, app to record vocals) to make media now. Don’t wait for this class to explore the field. Make stuff with whatever device you have. Middle School is the best time to start making music, videos, or photography because you have the time and freedom (no jobs) to spend experimenting with how to create. Plus, the more middle schoolers are able to use what they have access to, the more unique and different their products will be compared to what already exists. So...go make stuff is the biggest advice I could give.

Who do you think is a stellar female role model in this career field?

There are so many amazing female role models in this career field... just in film directing alone...Alice Guy-Blache was the first woman to direct a film (in 1896)...she was one of the first filmmakers (male/female). Ava DuVernay, Greta Gerwig, Kathryn Bigelow are some of the most successful directors in Hollywood. In music production, Sylvia Robinson produced the first hit rap song, “Rapper’s Delight”, Sylvia Massy is a female producer, mixer, and engineer who has produced many artists including Tool, Red Hot Chili Peppers, Prince, Aerosmith and more. TRAKGIRL is a producer, songwriter, entrepreneur who worked with Jhene Aiko, Omarion, Luke James, and Mansions on the Moons. She is instrumental in creating the 7% series, a platform for women to come together and create more female representation in music production and engineering.

For more information about the Digital Media Lab program, visit [https://btcbsdvt.org/programs/digital-media-lab/](https://btcbsdvt.org/programs/digital-media-lab/).