

## Current Courses

### Dreamweaver Web Development

A two day course providing a step-by-step guide to creating a website using Dreamweaver, the industry leading web development tool. A highly practical class where freelance members will be able to produce their own manageable website as part of the course. The course covers Site Planning; Web Page Basics; (text, colour, layout, graphics); HTML Code Snippets, cascading style sheets; web site accessibility, RSS feeds, and blogs.

### NUJ Diploma in Training & Development

A three day course providing the knowledge, understanding and skills required to plan, design, deliver and resource a variety of training activities.



For further information or to find out dates and availability, please contact:

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Full course outlines are available via the website at:  
[www.nujscotland.org.uk](http://www.nujscotland.org.uk) under the Training section



## New Media Channels

The NUJ in Scotland has launched a new training initiative for journalists facing up to the massive changes in our industry. With swathes of new technology, more competition from the internet and falling advertising revenues panicking employers into making cuts the “New Media Channels” is designed to help and support our members in these difficult times.

We have seen widespread redundancies, pay freezes, longer hours and changes in working practices impacting on staff journalists. However the hardest affected have been our freelance members, with employers seeing them as easy targets for the cuts in shifts and commissions.

We are also going through massive changes in digital media with a swing towards broadcasting and “new media” as the portal for new opportunities. The only way we can protect our members from being exploited through these changes is to furnish them with a wide range of skills to meet the changes and raise their awareness on the number of pitfalls facing freelancers.

If journalism is to survive in the current climate, journalists must have more than basic journalist skills. They need business, technology, marketing and financial skills to develop new channels of distributing the stories and images they are producing. Journalists must adapt to the changing marketplace while preserving the ability to deliver material in a form free from undue commercial, political and other pressures.

The aspiration of this project is to provide our members with a skill-set to ensure they have sustainable long term employment opportunities and we have a healthy and vibrant media industry within Scotland.



## Current Courses

### Digital Convergence Stage 1 (3 day introduction)

This course is aimed at anyone involved in the industry wishing to upgrade their digital media skills. Content includes digital video camera familiarisation, moving from stills to video – basic techniques, digital editing familiarisation, use of stills and graphics in a video, sound – interviews, wildtrack, music etc, editing and planning – clip, pack, montage

### Digital Convergence Stage 2 (Advanced Editing Techniques)

This one day course is aimed at learners who have undertaken Digital Convergence training stage 1 and who wish to further their skills on Avid or Final Cut Pro desktop editing. Content includes producing a full package using pre-filmed interviews, natsof, music, graphics, titles, stills photographs, resizing tools, storyboard, editing 3 minute package, fine tuning – sound dub and burning to DVD.



### Digital Convergence Stage 2 (Short Features for the Web)

This is a one day course using desktop editing and digital stills and digital video and graphics where appropriate. It assumes a practical working knowledge of desktop video editing and takes the script to screen course a stage further. The aim of the course is to learn the basic skills in producing a short feature film for use on a website or DVD. Content includes a filming assignment – recce and risk assessment, preliminary storyboard, filming, review rushes and log and download, editing & review

## Current Courses

### Digital Convergence Stage 2 (Script to Screen)

This is an intense practical two day course involving the use of digital video cameras, desktop digital editing and word processing. There are great variations in the purpose of script to screen courses within the industry. Most of them run for several days and are geared to taking an idea through the writing and production process and then on to screen as a production.

This training is in a simpler form and aimed at professionals who are in the process of converting to television or video related media. The course in effect shows how writing for television news differs considerably from writing for print and radio – and looks at the different styles that can be adopted to suit individual packages.



### The Effective Freelancer

This two-day course is aimed at experienced freelances/staff journalists preparing to go freelance and newcomers to journalism. Subjects covered include the state of freelance market, breaking into new markets, negotiating payment, establishing terms, chasing payment, improving returns, specialist journalism, handling money, record-keeping, tax & deductible expenses, personal finance, copyright.

On day two, the course covers production and distribution, blogging, online publication, print on demand, developing business plans and markets, design, editorial services and consultancy. The main objective of the course is to enable freelancers to become not only effective but entrepreneurial journalists able to target new markets and manage their marketing. Taught by someone who has been there, done that and got the tax return in on time.