PACIFIC NEW MEDIA

SPRING 2017

PACIFIC NEW MEDIA (PNM) presents a comprehensive program of seminars, talks, and short intensive workshops on film/video, photography, and digital media. Workshops feature both prominent local and mainland professionals who share their expertise and insight, inspiring new ways of thinking as they guide you in upgrading your skills.

If you are, or your company is, interested in acquiring skills in a specific multimedia program or concept, contact Pacific New Media at (808) 956-3422 to discuss the development of an appropriate workshop.

Join our classes to gain the information and inspiration you need to explore our rapidly changing digital environment, and participate in shaping our digital future.

To insure your place in the workshops, please register at least a week before the starting date.

For workshop updates, check our website at: www.outreach.hawaii.edu/pnm or our blog at PacificNewMedia.org. If you’d like to receive our newsletter, please send your email to pnm@hawaii.edu.

If you can’t make it to a class, contact us about using Skype or another method to attend the session from a distance.

MAHALO TO

Hawai‘i Community Television  •  Kaimuki Camera  •  Mark and Mary Horowitz
Pacific Center of Photography  •  Victor and Cleo Kobayashi

SOCIAL MEDIA

INTRODUCTION TO SOCIAL MEDIA

What is social media? Why is everyone saying it’s revolutionized communication? Who is really using these tools and what are practical uses for our life and business? This is a great introduction if you’re just starting out or curious whether social media is right for your business. Included are case studies of businesses using social media, and stats on social media usage for marketing.

Instructor: Amanda Tompkins
Saturday, February 11 • 9am-12pm
UHM Sakamaki C101 • $60 • L14667

Amanda Tompkins is a social media rock star who started her own social media company, Activ808, in 2014. She has over 5 years of experience in digital marketing in Honolulu and has a passion for helping companies connect to their audience and tell their story. Currently, she serves as the board president of Social Media Club Hawaii.

SOCIAL MEDIA BEST PRACTICES

Social media is intended to be both holistic and strategic. Who your business follows, how you converse, what content you share, all tell a story of who you are as a company. Through a tour of best practices of “need to have,” “nice to have,” and “great to have,” you leave with a better understanding of the latest trends, etiquette, what it looks like to “do social media right,” and why the details matter.

PREREQUISITE: a basic understanding of social media use for business. You may want to bring a laptop to follow along, but it is not required.

Instructor: Gwen Woltz
Saturday, April 8 • 9am-12pm
UHM Sakamaki C101 • $60 • L14627

Gwen Woltz is co-founder of Wahine Media, a local social media agency that specializes in strategi-cally building thriving and engaged online communities for businesses.
HTML/CSS DESIGNING FOR THE WEB

Learn how to start creating HTML documents for the web. Designed for people with little or no programming experience, the course covers the fundamentals of HTML, such as text formatting, hyperlinks, adding images, as well as more advanced HTML5 topics. Then learn how to style the appearance of your pages with the Cascading Style Sheets (CSS) essentials – from the box model, to classes and IDs, to how and when to use inline, embedded, or external style sheets, plus more.

Instructor: Colin Macdonald
Saturday, April 8 • 9am-4pm
UHM Sakamaki C104 • $145 • L14669

Go step by step through the process of creating self-hosted WordPress websites. Topics: content creation, theme selection/configuration/customization, and extending functionality through plugins including social media integration, search engine optimization, and collecting data with web forms. Discover solutions addressing complex business cases, such as running an online store, managing paid memberships, and multiple language support.

Instructor: John LeBlanc
Wednesday, April 19 • 6-9pm
UHM Sakamaki C104 • $75 • L14668

Practical WordPress: Way Beyond the Basics

WordPress has emerged as one of the most popular, powerful, and flexible open source web publishing frameworks today. Learn tools and best practices for building, customizing, and maintaining self-hosted WordPress-based websites. Topics: content creation, theme selection/configuration/customization, and extending functionality through plugins including social media integration, search engine optimization, and collecting data with web forms. Discover solutions addressing complex business cases, such as running an online store, managing paid memberships, and multiple language support.

Instructor: Colin Macdonald
Saturday, April 8 • 9am-4pm
UHM Sakamaki C104 • $145 • L14669

John LeBlanc is an independent WordPress specialist and web developer. He’s been developing websites and web content management solutions professionally since 1997, serving as the first staff webmaster at CBS in Boston.

The Basics

Search Engine Fundamentals: What to know to grow your business online

One of Pacific New Media’s most popular sessions. Learn from the #1 Google-ranked “Search Engine Optimization Expert” on how to position your website for success in the search engines.

Instructor: John LeBlanc
Saturday, April 8 • 9am-4pm
UHM Sakamaki C101 • $140 • L14660

Search Engine Fundamentals: What to know to grow your business online

Technical SEO: Nuts and bolts of increasing your website’s visibility

This session explores content infrastructure and architecture best practices, terms to know, and secrets for increased visibility in the search engines.

SEO KPI’s: Telling the story of online marketing success

This is a must-attend session for anyone looking to better understand what drives success online. In this presentation, we will work backwards from revenue to tactics, telling a visual story of web marketing while discussing which KPI’s hold the key for unlocking profitability.

Instructor: Rob Bertholf
Saturday, February 25 • 9am-4pm
UHM Sakamaki C101 • $140 • L14660

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PHOTOGRAPHY

**DIGITAL PHOTOGRAPHY BASICS**

Explore all aspects of making digital images, from the creative elements used in post-processing images. Gain an understanding of digital photography concepts, including composition, depth of field, aperture, shutter speed, and camera settings. Review camera types, resolution needs, image size and quality, file formats, ISO settings, exposure controls, color correction, white point balance, and manual shooting modes. Learn to see with a camera. Bring your camera and a digital capture card.

**ART OF THE FRAME**

Explore the range of visual elements within the frame: composition, light, color, rhythm, and content. Learn to integrate these principles into your images and take much more creative photographs. In this enjoyable and inspiring session, we view and evaluate a wide range of masterful photographs. Then, we review and discuss your images so that you can begin to take your work to the next level.

Please bring 8-10 examples of your work on a thumb drive.

Instructor: Tracy Wright Corvo

Saturday, March 4 • 5-8pm

UH Makānā C101 • $120 • L14670

**VISUAL AND DISCOVERY: SEEING WITH A CAMERA**

Kris Labang

Monday, February 6 & March 6 • 6-8pm

UH Makānā C101 • $120 • L14670

Explore the visual dynamics of photography. Awaken your creativity and generate images that exceed your expectations. Explore the fundamentals of personal expression through photography and discover your unique vision. Investigate the key elements of the visual language through assignments, slide presentations, and individual critiques for a wide range of personal and professional applications. The cultivation of an individual style and point of view is emphasized. Class content is derived from the instructor’s 40 years of teaching photography.

Photographs are an essential part of your visual expression. Open to all levels from novice to professional. All camera types are welcomed, including cell phones.

Please load 4-6 jpeg images of your work on a thumb drive or into the instructor's Dropbox account for the first class.

Instructor: David Ulrich

Thursdays, February 16-April 6 • 6-8pm

UH Makānā C103 • $250 + L14673

PACIFIC NEW MEDIA

www.outreach.hawaii.edu/pnm

**PHOTOGRAPHY**

Bring a 1-3TB external hard drive

has taught typography and graphic design

for both print and web.

Designed for those with no prior

page layouts, and web and interactive

output in nearly all fields of design, Adobe

The industry standard for vector graphic

complex software.

Instructor: Bill Morrison

Saturday, February 4 • 5-8pm

UH Makānā C104 • $275 • L14653

Photography to Awaken Creativity and Sight

He is the author of

exhibited internationally in over 75 exhibitions.

He is an active photographer

for a wide range of personal and profes-

sional applications. The cultivation of an indi-

vidual style and point of view is emphasized.

Class content is derived from the instructor’s

40 years of teaching photography.

Published Prize Finalist Fred Larson was a photographic journalist for the San Francisco Chronicle with over 30 years of daily newspaper experience. Specializing in documentary and sports photography, Larson was named the Photographer of the Year in 1989 and 1990 by the California Press Photographers Association and Photographer of the Year in 1991 by the Bay Area Press Photographers Association. His book, Mystical San Francisco, explores the moon, sun, and fog over San Francisco.

Photo by Fred Larson. See this pg. for his workshop.
Instructor: Chris Rose

“Carpooling can be arranged at the sunrise location parking lot.

 instructor: Chris Rose
 Saturday, March 11 • 5:30am-2pm
 On location and UHM Sakamaki C104
 $100 • L14663

 PHOTOGRAPHIC LIGHTING: HOW TO SEE IT AND CONTROL IT

 A critical part of any photograph requires a good understanding of lighting your subject. Natural light is ideal but often requires a knowledge of how to use what you see and then control and modify your lighting equipment to obtain the image you wish to create. Learn about photographic lighting in several different types of situations that require color corrected controlled light: objects on white backgrounds, people on a controlled background, and controlling lighting outdoors. Learn to use umbrellas, softboxes, reflectors, overhead silks, lighting equipment, and lighting set-ups.

 Instructor: Ric Noyle
 Saturday, March 25 • 9am-4pm
 UHM Sakamaki C101 • $155 • L14674

 One of the premier photographers in the Pacific Rim, Ric Noyle serves a diverse international clientele from his home base in Honolulu. For more than 30 years, he has excelled in photography’s most demanding genres – fashion, food, people, resorts, and aerial – bringing a fresh eye and a unique approach to each one.

 PHOTOGRAPHY WORKSHOP - BEST OF O‘AHU BEGINNERS PHOTOGRAPHY

 This early morning beginner’s level workshop covers the basic settings for getting you out of the auto mode and into manual. Learn easy to remember techniques to shoot the sunrise, waterfalls, landscapes, and creative storytelling at various locations on O‘ahu. After the field portion, upload your favorite images for critiques and enhancements with the basics of Lightroom in the classroom. This workshop is intended for beginner level photographers who need a hands-on, easy to understand, crash course on F-stop, ISO, shutter-speed, and basics of a camera. Light breakfast and refreshments is provided after sunrise.

 Digital camera with memory card required. Sack lunch, walking shoes, memory card reader, and tripod recommended. “Carpooling can be arranged at the sunrise location parking lot.

 Instructor: Chris Rose
 Saturday, April 29 • 5:30am-2pm
 On location and UHM Sakamaki C104
 $100 • L14664

 20/20: TWENTY LESSONS IN PHOTOGRAPHY

 Join the instructor for this special anniversary class that commemorates his 20-year teaching commitment with PNM. Deepen your involvement in photography with 20 dynamic, well-proven lessons and exercises to take your creative work to the next level.

 Develop your personal perspective and vision into powerful, meaningful images using both conscious awareness and an intuitive understanding of visual elements. Class content is divided between slide shows, weekly assignments, sessions on craft of editing and sequencing, and critique of participants’ ongoing work.

 With your permission, the instructor (kindly) challenges you to greater heights of expression and understanding. Class content is distillled from the instructor’s upcoming book Zen Camera: Six Lessons in Photography to Awaken Creativity and Sight in the Digital Age.

 PREREQUISITE: Basic knowledge of photography and a commitment to the creative growth of your image-making, or anyone who has taken previous PNM photography classes.

 Instructor: David Ulrich
 Wednesdays, March 8-May 10 • 6-8pm
 UHM Kraus 12 • $320 • L14683

 REALIZING YOUR VISION: DIGITAL PRINTING TECHNIQUES

 Learn the techniques for making fine digital prints on desktop printers. Explore methods for creating digital files with a resolution suitable for printing, color management, printing software, paper and alternative surface options on Epson and Canon printers. Discover how to maximize print quality, balance color, and preserve detail in shadow and highlights. Participants have an opportunity to make a 13x19” print of their work.

 Bring 3-4 images (full camera resolution) from any camera, including cell phones, on a thumb drive.

 Instructor: David Ulrich
 Saturday, April 15 • 9am-1pm, additional printing hours to be arranged.
 UHM Sakamaki C104 • $30 • L14681

 PREREQUISITE: NONE

 FOR MORE INFORMATION CONTACT:

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 Pacific New Media
 1000 mauka Avenue, Suite 100
 Honolulu, HI 96822
 Phone: (808) 956-5302
 Email: pnm@hawaii.edu
 Website: www.outreach.hawaii.edu/pnm

 Anna Fuqua, Program Director
 Phone: (808) 956-5302
 Email: afuqua@hawaii.edu

 For a complete list of courses and programs being offered this semester, visit the Outreach College Pacific New Media website at www.outreach.hawaii.edu/pnm
TRUTH IN ACTING
This workshop focuses on bringing out the inner-truth in your acting work, using techniques Lisa has learned from her studies with esteemed acting coaches and directors in New York and Los Angeles, and from coaching actors for Broadway, television, film, and voice-overs. Combined with her experience as an award-winning actor in both film and theater, you will learn how to make the strongest acting choices for yourself. Her goal is to get you out of your head and into your truth and to have fun – through work on scenes, monologues, and on-camera auditions.

Instructor: Lisa Barnes with Dennis Chun
Tuesdays, February 7-March 14 • 6-8pm
UHM Krauss 12 • $150 • L14621

Lisa Barnes is an actress, writer, and director. Her acting work includes film, television, and theatre in New York’s Off-Broadway, regional theatres throughout the East Coast, Edinburgh, and Los Angeles. She has been an acting coach for 25 years and runs a film-auditioning course with Hawai‘i Filmmakers Collective. She has had two roles on Hawaii 5-0 and was fortunate to be in Keo Woolford’s film, The Haumana, as well as in Under The Blood Red Sun. She has a BFA in Theatre from USC and studied at Pacific Conservatory of the Performing Arts, as well as four years with renowned teacher, Stella Adler.

Assisting Lisa will be Dennis Chun. Dennis is in his 7th season portraying Sgt. Duke Lukela on Hawaii Five-0. Among his other television credits are appearances on the original Hawaii Five-0, The Brady Bunch, Eight is Enough, Magnum P.I., Jake and The Fatman and Island Son. He played the lead in the local PBS special The Hilo Massacre.

ADVENTURES IN SCREENWRITING
This 3-session workshop for beginning screenwriters and filmmakers is a fun and informative overview of the craft of screenwriting.

• Getting the Big Idea – Finding your voice. Concept vs. character. What is high-concept?
• Creating Great Characters – Polarization. Character transformation. Character wheel.
• Scenes – Intention and obstacle.
• The process and business of filmmaking, script to film comparisons, and student work critiques. Some screenwriting secrets, minor Hollywood stories, and possible snacks.

Instructor: Brian Watanabe
Saturdays, April 1-15 • 9am-12pm
UHM Sakamaki C102 • $150 • L14628

Brian Watanabe is the screenwriter of The Rogues Gallery, which went on to become the cult film Operation: Endgame. He’s developed scripts for production companies at Fox and Sony. He wrote the script for the animated short, Maisa the Chamoru Girl Who Saves Guahan, which was a selection at the 2016 Hawai‘i International Film Festival. Brian is also an award-winning advertising copywriter living in Hawai‘i.