What Is This About?

With more tools available than ever before, it is important for storytellers to work across various media platforms and markets to increase the chances for them to be seen, as each audience group is targeted in a familiar format.

While there is no set rule for producing an engaging digital story, the capacity for it has been developing to also fit with computer screen technologies and other parameters of new media forms. Social platforms, such as Facebook and Twitter as news sources, are also driving a transformation that requires a new way of thinking about storytelling.

Whether you're new to journalism or want to update your digital skill set, this course will explore the opportunities created by digital media and show you how to build flexibility into a story to stay abreast of developments, especially since news now travels as fast as it develops.

How Long Is It?

This is a two (2) week intensive programme as follows:

**WEEK 1**

- **Classroom Training and Skills Workshop**
  - Sat & Sun
  - 9:30 a.m. to 5:30 p.m.

- **Individual Assignment**
  - Mon - Fri

**WEEK 2**

- **Classroom Training and Skills Workshop**
  - Sat & Sun
  - 9:30 a.m. to 5:30 p.m.

- **Industrial Assignment**
  - Mon - Fri

Who Is It For?

You! If you’re a:

- Journalist or a creative writer
- PR practitioner or marketing professional
- Fresh school leaver who wants to pursue a career in journalism

What Will I Gain From This?

- Become proficient with capturing and manipulating digital image, sound, and video through the development of computer-mediated aesthetics
- Understand properties and characteristic differences among various digital media
- Integrate different media (text, images, sound, video) into a seamless online news environment
- Formulate an effective communication strategy to articulate one’s design, from conceptualisation, planning and visualisation to development and execution
Who Are My Trainers?

Daniel Anthony  
*Broadcast Journalist, KiniTV*
A journalist and newscaster, Daniel began his career with KiniTV as an intern in 2013. Starting his journey as a video editor, he found a place in the newsroom digging beneath the surface of what seems like a simple story. He works closely with the KiniTV Head of Content and experienced journalist Tham Seen Hau to manage the intricate ways of putting together what looks like arbitrary data such as electoral voter patterns, suspicious cash flow and fallacies of finance to see the bigger picture.

Khairil Bahar  
*Director & Producer*
Award-winning director and producer, Khairil discovered filmmaking during the mid-90’s. His debut feature film ‘Ciplak’, which was shot on a shoestring budget, won the Anugerah Skrin 2006 for 'Best Alternative Film'. Known for taking on multiple roles behind the camera, Khairil not only writes and directs but also edits and works behind the camera as director of photography.

Ajinder Kaur  
*Instructional Design Specialist & Trainer, kiniacademy*
One of the three pioneer journalists of Malaysiakini when it first started in 1999, Ajinder has also more than 16 years of coaching experience in writing and communications. She holds a Masters in Corporate Communications and became a Lecturer teaching human communication, public relations and journalism at HELP University. She was subsequently appointed as the Head of its Faculty of Communications. Ajinder is also a HRDF Certified trainer.

What’s The Plan?

**Day 1**
- How to Come Up with Compelling Story Ideas
- Managing the Digital Storytelling Project
- Thinking through The Storyboard
- Using Media to Show, Not Just Tell the Story

**Day 2**
- Designing the Multimedia Story

**Day 3**
- Producing the Multimedia
- Infographics

**Day 4**
- Editing and Publishing the Digital Story

Course Fees:

**List Price:** RM1700  
**Registration Fee:** RM100

What Is kiniacademy?

kiniacademy, the training arm of Malaysiakini, offers courses in media studies and more. Our aim is to develop the next generation of independent journalists and media professionals, both, in Malaysia and the region; by providing highly practical courses developed by professionals and delivered by professionals. kiniacademy helps trainees get work-ready and future-ready.