



## DIGITAL MEDIA SERIES

While you explore the opportunities created by digital media, let us show you how to build flexibility and engagement into a story through various media tools and platforms to stay abreast of developments, especially since news now travels as fast as it develops.

Sign up for our highly-practical Digital Media Series courses and get trained by *malaysiakini*'s top practitioners and award-winning media personnel as we enhance your writing and production skills while providing structure and understanding of the rapidly evolving digital media landscape.

### Digital Storytelling for Multimedia Platforms

With more tools available than ever before, it is important for storytellers to work across various media platforms to increase the chances for their stories to be seen, as each audience group is targeted in a familiar format. This course will equip you with storyboarding techniques, digital imaging, sound and video skills through computer-mediated aesthetics.

### Data Driven Journalism

In our increasingly data-driven world, visualisations are becoming a mainstream story form rather than just a complement to news. Journalists need to now know how to obtain, clean and analyse the growing archive of digitised information as audiences seek information that is simple and easily understood. This course will focus on putting news into context by simply using data and numbers to inform and assist journalistic work without any coding requirements.

### Social Media Storytelling

Viral stories travel very far online, especially when they are told in the right way – the right content, post formats, and time of posting – will ensure that they are accessible to a wider audience. This course would be the right one for you if you are keen to find out the what, how and when of social media storytelling.

### Mobile Journalism (MOJO)

MOJO is becoming increasingly important, not only within the journalism industry but across all organisations that need to capture mobile footage of an event as it unfolds. Learn all you need to know to get up and running with your smartphone,

from cinematography techniques, audio, lighting, editing, to publishing short and quick videos online.

### Who Will Benefit

- ✓ a fresh graduate looking into media, communications, PR, journalism or advertising as a career
- ✓ a media practitioner who wants to gain practical knowledge of current digital media skills
- ✓ a PR/marketer who wants to align your organisation's digital content strategy
- ✓ a social media enthusiast who wants to enhance your production and editing skills

### Course Duration

Each course is conducted over four (4) full days, i.e. two (2) consecutive weekends (Sat & Sun) at the KINI office.

### Course Fee

Sign Up for **ALL FOUR** Courses

**Get 20% off total fee**

Sign Up for **ONE** Course

**RM 1,700 only**

Register Now at

[www.kiniacademy.com](http://www.kiniacademy.com)

or contact us at

**012 721 2181 / email**

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