

Small media project

All of this is optional

As an aspiring market communication professional, you should be developing an ongoing interest in, and become quite good at (1) photography and (2) video.

Please do one (or both) of the following two exercises.

Place the results on the designated Microsoft Teams space, by the date as written on my website

1. Adobe Lightroom

Load Lightroom onto your smartphone and onto your computer, and do [this Lightroom exercise](#) (qoolcat.com/one-pager-lightroom-from-smartphone). In addition to the still life, take a Lightroom photo of an outside scene. After post-processing with Lightroom on your computer, for each of the two resulting photos upload (1) the digital negative DNG and (2) edited high-definition JPG.

2. Video production

If you are not already familiar with a video editing application like iMovie, Final Cut Pro or Premier Pro, then learn the easy video editing Premier Rush application, optionally using [this Premier Rush one-pager](#) (qoolcat.com/one-pager-premier-rush). Then in groups of two or three create a short video of an interview with the subject "This semester at ISCOM", in either an Instagram or YouTube format, and upload the resulting mp4 file.

3. As an extra: animated GIF for email new-year card

It is easy to learn how to create an animated GIF, and here are [some instructions](#) (qoolcat.com/gif). So, for an entity like a company, real or imagined, create an animated new years' card as an animated GIF email footer. Note that the width should be 600 pixels.