COURSE DESCRIPTION

Podcasting for academia: a beginner's workshop
Instructors: Thomas Aichinger, Audio Education Specialist; Dr. Cathy Hannabach, Academic
Podcasting Specialist & host of [Imagine Otherwise podcast](#)

A practice based course that introduces students to professional podcast creation.
This course provides conceptual and hands-on experience for your individual idea of a podcast.
Students will learn to develop a concept, record themselves and/or interview partners or hosts, and
then do all the audio post production needed to create a professional podcast. During class critiques,
students receive feedback and critique from both instructor and peers, learn to improve their work
based on critique, and learn to offer effective critique as well.

Learning outcomes:
Upon completion of this course students will be able to:
- Identify and articulate concepts and structures of podcasts.
- Translate their idea into a concept for a podcast.
- Create a professional sounding voice recording.
- Work with audio equipment that is needed either to record outside or inside CEUs recording studio.
- Edit recordings according to podcast needs.
- Mix the recordings and add music or sound effects and.

The course is structured as a workshop with a maximum of 16 students, and direct participation in
every session. This participation includes taking part in discussions, but also in critiques, in which
students present their work for critique, or offer feedback on the work of others students. Students
proceed through a series of practical exercises, such as recording and mixing audio material, that will
lead to completion of a final project, which will be one episode of a podcast. Practical exercises will
also take place outside classwork in the form of assignments, and are always related to the final
project.

After this course you are certified to use the Podcast studio in the Audio Lab, and you can check
out audio equipment from the Media Equipment Room.

There is also the possibility to arrange an additional session with the instructor to learn Pro Tools
audio software and mixing in the Mixing Suite. Users completing this session are also certified to use
the Audio Lab Mixing Suite.

CLASS SCHEDULE

Week 1 (Mar. 3 / 17.30 – 19.10):
What is podcasting?
> Terminology, format, comparison to other formats (companion medium).
> Idea, Structure.
> Story. Character. Voice.
> Storytelling principles.
> „Ten words or less" - the description.
> Your audience.

Assignment: Create a written draft for your podcast incl. your description that's going to be used for the publishing platform.

Week 2 (Mar. 10 / 17.30 – 19.10):
Podcast creation for academia (with Guest Instructor Dr. Cathy Hannabach, *Academic Podcasting Specialist*)

Assignment: Adapt your written draft accordingly if necessary.

Week 3 (Mar. 17 / 17.30 – 19.10):
Basic recording and editing techniques
> Recording voice in any environment.
> Mics to use, and how to use them (distance, room, etc).
> Creating the best atmosphere to record a guest.

> Outside recording
>> Control your sound environment.
>> Equipment -> Settings -> Soundcheck.

Assignment: Check out recording equipment (microphone, recorder and headphones) and record someone outside (for example an interview or statement with a length of approx. 3 minutes) .

Week 4 (Mar. 24 / 17.30 – 19.10):
Using the Podcast table in the Recording Studio for recording.

Assignment: Book the podcast studio and record a dialogue using 2 microphones and the Rode Podcaster. This can be an interview or a discussion. You can also use the podcast studio to record your introduction. You will get feedback on the recording quality, and we will discuss some of your recordings in the group.

Week 5 (Mar. 31 / 17.30 – 19.10):
Detailed instructions on how to edit and mix your podcast (in the studio with Audacity).
> Audio editing / basic EQ techniques / basic compression techniques.
> The use and mix of music and SFX.

Assignment: Edit your recorded material and place additional content.

3 Weeks break. FINAL ASSIGNMENT HAS TO BE SUBMITTED BY APR. 21

Week 6 (Apr. 28 / 17.30 – 19.10): Presentation and feedback of final podcasts. (with Guest Instructor Dr. Cathy Hannabach, *Academic Podcasting Specialist*)