

YouthLearn Africa Digital Change Makers Academy

Mobile Storytelling & Media Literacy (8 Weeks)
Course Outline and Implementation Guide

YouthLearn Africa | Powerful Learning to Inspire Young Minds

Digital Change Makers: Mobile Storytelling & Media Literacy



8-Week Online Course

MOBILE-FIRST

MEDIA

VIDEO + PHOTO

AUDIO

8-Week Online Course

- Create Stories for Community Impact
- Low Bandwidth • Weekly Outputs
- Peer Feedback • Ethical Learning

Create Stories for Community Impact



1. Course Overview

Digital Change Makers Academy is an 8-week, mobile-first online program that equips youth with practical digital storytelling skills and media literacy for community impact. Learners produce tangible outputs every week (photo, audio, video) and culminate with an exhibition-ready “Video for Purpose” project and reflection.

2. Learning Objectives

- Build media literacy skills: credibility, bias, intent, verification habits, and responsible representation.
- Develop practical production skills using a smartphone: storyboarding, photography, audio, interviewing, video shooting, and editing.
- Produce one meaningful creative output each week and build a personal portfolio.
- Complete a final “Video for Purpose” on a chosen social issue, supported by a distribution plan and campaign asset.
- Participate in an online exhibition and demonstrate reflection and growth as a Digital Change Maker.

3. Target Audience

- Youth ages 13–25 (beginners welcome).
- In-school learners and out-of-school youth.
- Youth leaders, creatives, and community advocates who want practical media skills.

4. Delivery Model (Mobile-first, Low Bandwidth)

- Micro-lessons: short videos/readings (10–20 minutes each), designed for low data usage.
- Practice-driven learning: weekly task briefs result in a real artifact each week.
- Peer learning pods: small groups provide structured feedback using SAMS.
- Optional live studio sessions: weekly demonstrations + guided practice (WhatsApp/Zoom/Google Meet).

5. Recommended Toolset

- Capture: Tablet or Smartphone camera; earphones as a microphone; optional lapel mic.
- Editing: CapCut or VN (video); Adobe Rush (optional); Canva (posters/graphics).
- Sharing: Google Drive links; YouTube unlisted (optional); WhatsApp/Telegram groups for support.
- Exhibition: Padlet, Google Sites, or a simple web gallery page.

6. Assessment and Certification

Assessment is practical and output-based. Learners earn a certificate by meeting minimum submission and participation requirements.

- Submit at least 6 of 8 weekly outputs (must include Week 6 Rough Cut and Week 8 Final Cut).
- Complete quizzes in Weeks 1–7 (or as configured).
- Provide peer feedback at least 6 times across the course.
- Submit Week 8 reflection/evaluation.

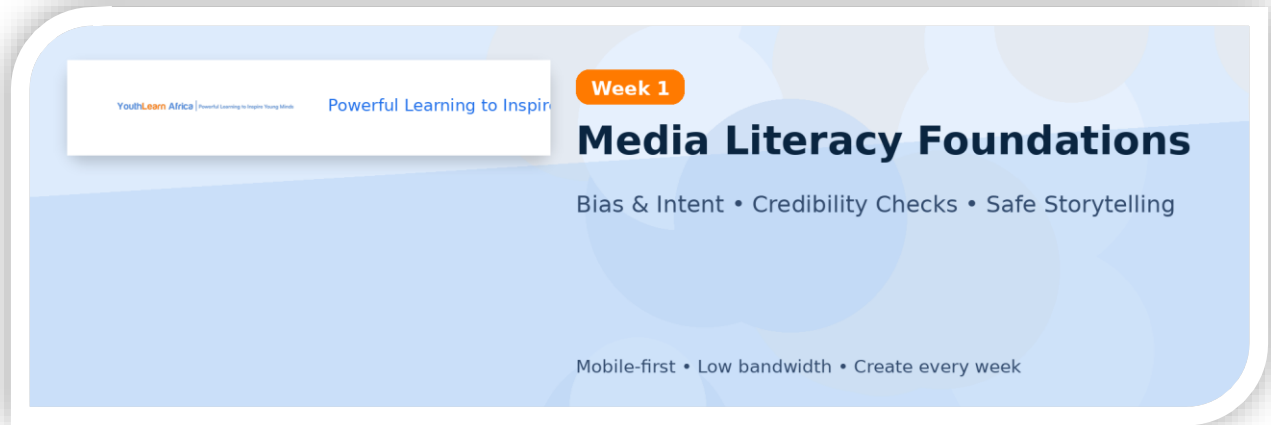
Simple rubric categories: Story clarity, Audience & message, Technical craft, Ethics & responsibility.

7. Weekly Rhythm (Repeatable Cycle)

1. Learn: micro-lessons + examples.
2. Practice: guided exercises and mini-challenges.
3. Create: produce the weekly output.
4. Share + Critique: peer feedback using SAMS.
5. Reflect: short journal prompts.
6. Quiz: short check for understanding (Weeks 1–7).

8. Week-by-Week Course Outline

Week 1: Media Literacy Foundations + My Voice Story Seed



Lessons:

- Welcome to Digital Change Makers (How the course works)
- What is Media Literacy? (Bias, Intent, Credibility)
- SAMS Framework: How to Analyze and Give Feedback
- Safe & Ethical Storytelling (Consent, Privacy, Respect)
- Activity Demo: SAMS Analysis Walkthrough
- Weekly Task Brief: What to Create + How to Submit

Weekly Output: My Media Map + My Voice Story Seed + SAMS Analysis

Quiz: Media Literacy + SAMS + Safe Storytelling

Week 2: Story Circles, Pitching + Storyboarding



Lessons:

- Story Circles: Finding Stories That Matter
- Pitching Your Story with FILMS
- Script Basics: Hook, Key Moments & Ending
- Storyboarding: Turning Ideas into Scenes and Shots
- Activity Demo: Pitch Feedback using SAMS
- Weekly Task Brief: Pitch + Storyboard Submission

Weekly Output: One-page pitch + storyboard (8–12 frames) + narration outline

Quiz: Story planning, pitching, and storyboarding

Week 3: Visual Storytelling + Photography + Photo Essay



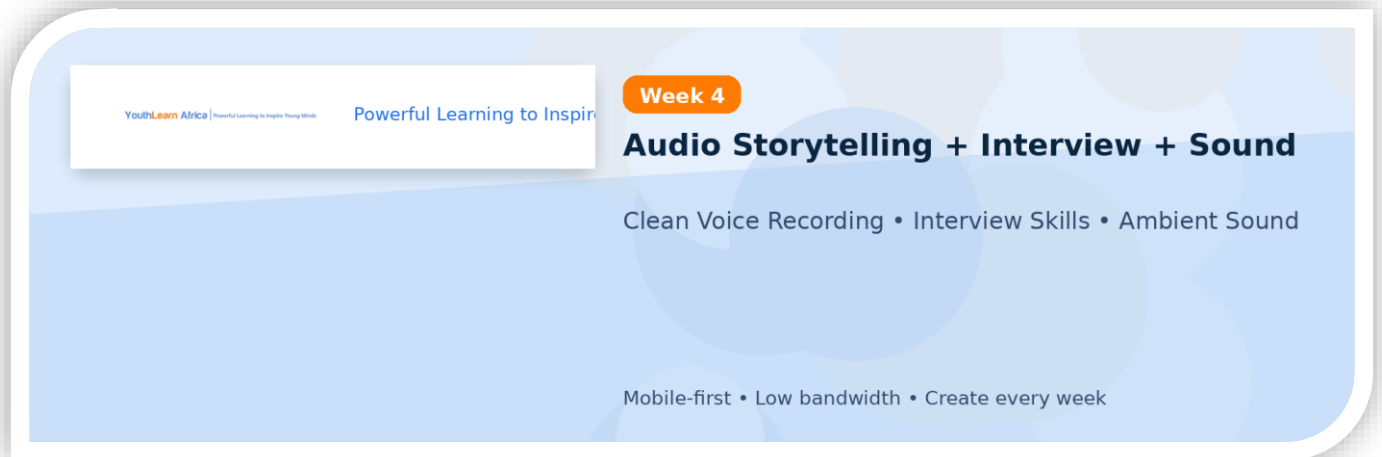
Lessons:

- Mobile Photography Essentials: Light, Framing & Focus
- Photo Zoom: Perspective Changes Meaning
- Ethical Photography: Consent & Respectful Representation
- Captions that Add Meaning (Not Just Description)
- Sequencing a Photo Essay: Beginning–Middle–End
- Weekly Task Brief: Photo Essay Submission

Weekly Output: Photo Essay (8–12 photos + captions + creator note)

Quiz: Composition, ethics, captions, sequencing

Week 4: Audio Storytelling Voice, Interview + Sound



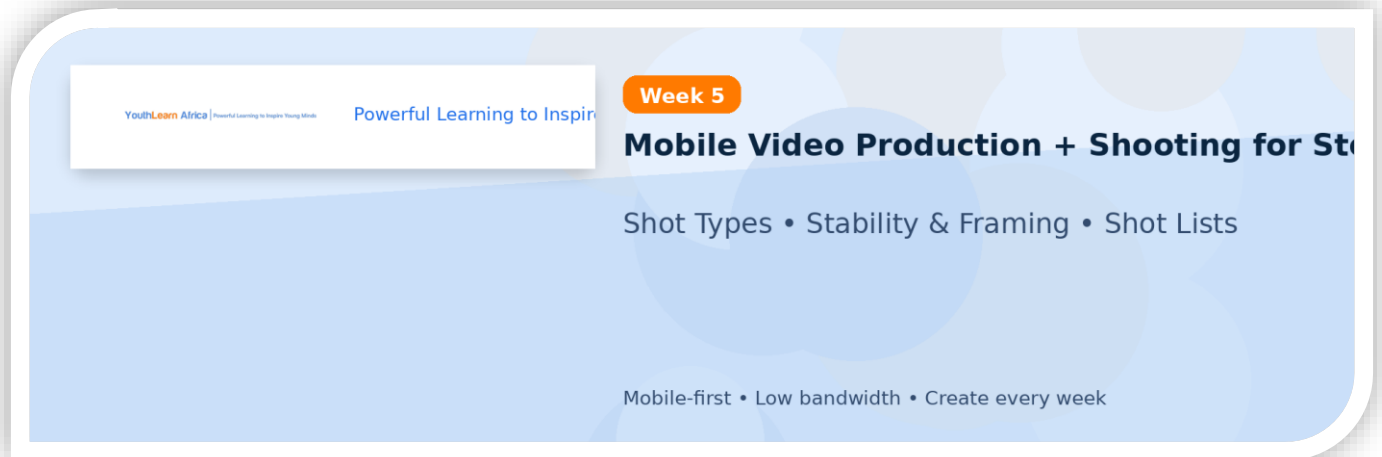
Lessons:

- Audio Storytelling Basics: Voice, Emotion & Clarity
- Recording Clean Audio on Your Phone
- Interview Skills: Questions, Consent & Safety
- Ambient Sound: Building Atmosphere
- Structure: Hook–Middle–Ending + Simple Script
- Weekly Task Brief: 2–3 Minute Audio Story

Weekly Output: 2–3 minute audio story + ethics checklist

Quiz: Audio basics, interviews, consent, sound

Week 5: Mobile Video Production + Shooting for Story



Lessons:

- Mobile Video Basics: Settings, Framing & Stability
- Shot Types: Wide, Medium, Close + Why They Matter
- Shot Lists + Planning from Your Storyboard
- Shooting Sequences: Showing Action and Change
- Interview on Camera (Optional): Simple Setup + Clear Audio
- Weekly Task Brief: Sequence Video + Shot List

Weekly Output: 45–90 second sequence video + shot list

Quiz: Shot types, stability, sequencing, planning

Week 6: Editing + Rough Cut Critique (Video for Purpose)



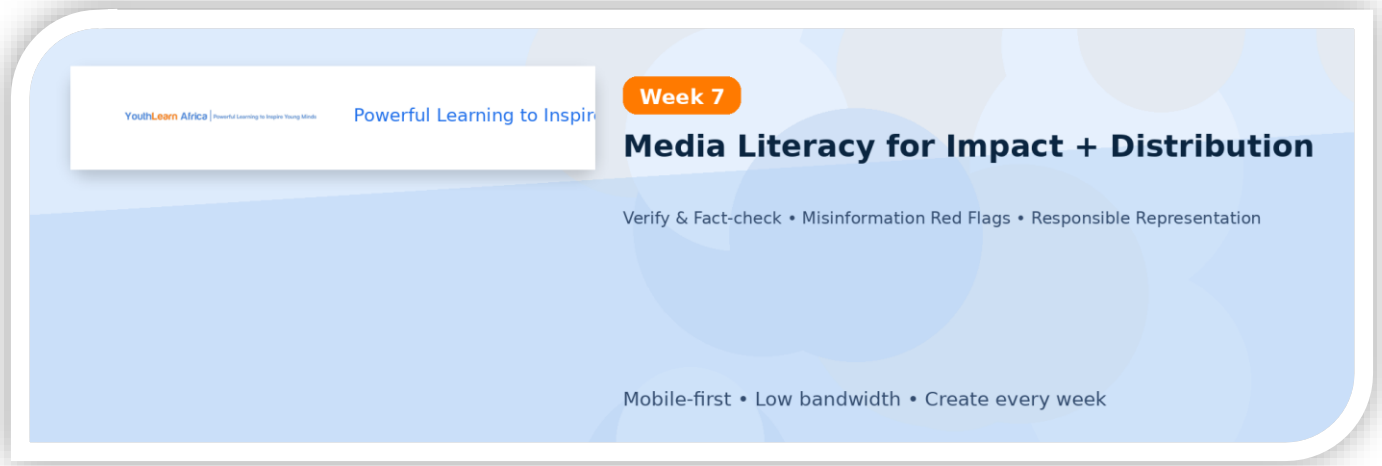
Lessons:

- Editing Workflow: Organize → Assemble → Refine → Export
- Editing on Mobile: Cuts, Pace, Sound & Titles
- Rough Cut vs Final Cut: What “Good Enough” Means
- Feedback Skills: Using SAMS for Critique
- Revision Planning: Fixing the Right Things First
- Weekly Task Brief: Rough Cut Submission + Peer Review

Weekly Output: Video for Purpose rough cut + 2 peer reviews + revision plan

Quiz: Editing workflow, feedback, revision planning

Week 7: Media Literacy for Impact, Truth, Bias + Distribution



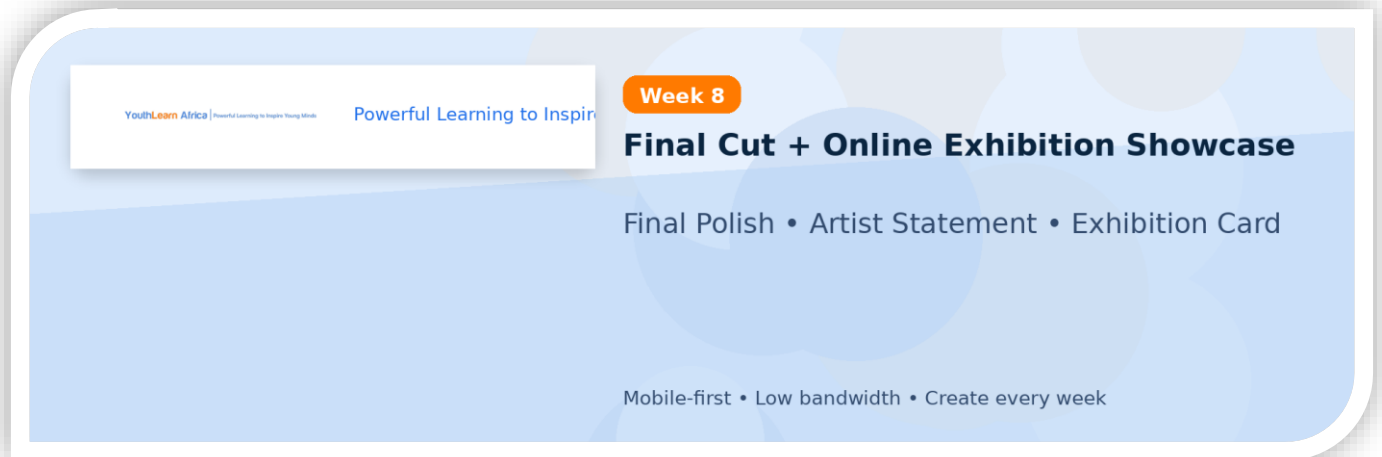
Lessons:

- News vs Noise: Credibility + Verification Habits
- Misinformation Basics: Common Tricks & Red Flags
- Representation & Harm: Telling Stories Responsibly
- Distribution Planning: Audience, Platform, Call-to-Action
- Campaign Assets: Posters, Teasers, Social Posts
- Weekly Task Brief: Distribution Plan + Campaign Asset

Weekly Output: Distribution plan + campaign asset + reflection prompts

Quiz: Verification, misinformation, ethics, distribution

Week 8: Final Cut + Online Exhibition Showcase



Lessons:

- Final Cut Checklist: Polish, Audio, Titles & Credits
- Artist Statement Writing: What It Means + Why It Matters
- Exhibition Card: Title, Hook, Thumbnail + Credits
- Publishing Safely: Privacy Settings + Permissions
- Preparing for the Showcase: Presenting with Confidence

Weekly Output: Final Cut + exhibition package + reflection evaluation (no quiz)

Assessment: Final reflection and showcase participation