PART-TIME

Duration
4 Weeks

AUDIO PODCASTING

OVERVIEW

This short course explores the exciting world of podcasting which has exploded into the mainstream over the last decade. The art form offers much creative freedom, whether used for entertainment or educational purposes.

Learn about the various creative and technical aspects of producing a successful podcast, from conceptualisation and scripting through recording and editing techniques to distribution and marketing.

PROGRAMME CONTENT INCLUDES

- Understand the fundamentals of podcasting and its role as a modern medium.
- Develop and refine a podcast concept in identifying a target audience and niche.
- Structure podcast episodes using effective storytelling and scripting techniques.
- Set up and operate essential recording equipment to capture high-quality audio.
- Apply audio editing skills to produce refined, engaging podcast episodes.
- Mix audio tracks for optimal sound quality and choose appropriate delivery formats.
- Identify and utilise distribution platforms to publish their podcast.
- Implement marketing strategies to grow and engage the podcast audience.

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