



DISCOVERY COLLEGE

# CREATIVE PRACTICUM

## About

Just as God illustrated his teachings through vivid storytelling, so too, must modern ministers use the visual world to reach and touch the masses. The Creative Practicum incorporates two elements of visual ministry: graphic design and video editing.

- Learn to design compelling graphics for church services, print marketing, and digital media.
- Learn to capture and edit photography and video footage for personal testimonies, church events, and other media.
- Learn to utilize a suite of tools and technology including cameras, lighting and audio equipment, and Adobe Creative Suite.
- Learn to lead and value team members, celebrating the skills they each bring.

## Practicum Courses

### 1st Year

Creative Essentials  
Basics of Creative Tools  
Creating the Sunday Experience

#### Courses Outcome:

- Apply a basic understanding of the creative process through its implementation in problem solving, storytelling, and creating projects from nothing.
- Demonstrate basic knowledge in the capabilities of programs and equipment used in the Creative department, such as the Adobe Creative Suite.
- Demonstrate an ability to make the vision of the local church tangible by creating art from an idea.
- Create elements to aid in further telling the story of a Sunday theme or topic through the use of videos, motion graphics, slides, and signage installs.

### 2nd Year

Solving Problems  
through Campaigns  
Conferences & Events  
from a Creative Perspective

#### Courses Outcome:

- Successfully identify problems facing the local church and determine the solution needed through the creation of campaign elements, including videos, scripts, posters, and storytelling.
- Understand the communication tools needed to pitch solutions to church staff clearly, completely, and successfully.
- Demonstrate an advanced understanding of the creative process by leading others through it from start to finish.
- Create conference and events elements such as merchandise, news videos, and conference openers, which tell the story and vision of the client.