HUSSON ALIVE 2024
SESSION DESCRIPTIONS

AUDIO ENGINEERING

TITLE: **Sound in Film**

DESCRIPTION: Been to a movie lately? Was it silent? Of course not! In this session, students will be introduced to what Audio Post Production is and will create the audio for a short video by recording and mixing sound effects and dialogue to accompany a short video production. We'll use NESCom ADR/Foley booth and Pro Tools rig to create a spectacular soundscape!

MAX: 10
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: Gracie Post Suite
INSTRUCTOR: Michael Hambrock

TITLE: **Working with a Rock Band in a Recording Studio**

DESCRIPTION: From setting up microphones to using different recording techniques, this session will introduce students to what happens when a band comes into a professional recording studio. In this workshop, students will create a sophisticated multi-track recording session of live music in the NESCom recording studio, using the full capabilities of a professional microphone closet and control room.

MAX: 12
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: WCC Control D
INSTRUCTOR: TBD

TITLE: **Electronic Music & Sound Synthesis ****

DESCRIPTION: You don't need a trumpet, guitar or drums or voices to make music, all you need is a Synthesizer. Join us in a journey to the world beyond instrumentation and explore the exciting, old-school world of sound synthesis and electronic music production.

MAX: 12
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: WCC 202
INSTRUCTOR: TBD

LIVE SOUND PRODUCTION

TITLE: **Mixing the Hit Single**

DESCRIPTION: Recording is only one part of the music production process. When everything is tracked, the song must be mixed. This session will explore the music mixing process and the cool tools employed by producers and mix engineers. Drums will be made to sound huge, guitars tweaked, and effects added to vocals. Come experience the excitement and creativity of music mixing.

MAX: 8
SESSIONS: PM Session
ROOM: WCC Control Room C
INSTRUCTOR: Eric Ferguson

TITLE: **Audio for Rock Concerts and Live TV**

DESCRIPTION: Do you like going to concerts? Do you love the sound of giant drums through big speakers? Have you ever thought it might be fun to mix a band on a huge sound console? If you answered yes to any of these questions, then join us and learn about the exciting world of live audio. In this session, you will help build a sound system for a live TV and concert event. You will also get to experiment with high tech mixing consoles, experience massive loudspeaker arrays, and much more. If you love music, concerts, and cool equipment, then this session is for you.

MAX: 12
SESSIONS: AM Session
ROOM: Gracie Stage
INSTRUCTOR: Eric Ferguson

COMPUTER TECHNOLOGY

TITLE: **Explore the Mysteries of Web Browsers and Web Games**

DESCRIPTION: Want to see how internet browsers really work? Want to explore the computer code that drives the web? Want to customize your game of Pong on the web? If you answered, Yes! – Yes! – Absolutely Yes!, then this is the session for you. Through hands-on activities, you will explore a quick overview of interactive web design. In this introduction to HTML/CSS/JavaScript workshop, you'll try your hand at web creation and in the process have some fun working with a JavaScript game. Come solve some of the mysteries that are behind the web technologies we use every day!

MAX: 18
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: HAH207
INSTRUCTOR: Scott Traylor

CRIMINAL JUSTICE, FORENSIC SCIENCE AND LEGAL STUDIES

TITLE: **The Crime — The Evidence — The Trial**

DESCRIPTION:
- Crime Scene—"Every crime scene should be treated like a witness, it is the one witness that will never lie to you if you work it properly."
- Forensic Lab—"Each piece of evidence has a story, how do you get this evidence to tell you its story."

- Trial—"The presumption of innocene is powerful, it is in our trial process we try to determine if it is not so in this case."

MAX: 60
SESSIONS: AM & PM – 2 Separate Sessions
ROOM: Harold Alfond Hall – Sims Lab, the Forensic Lab and HAH 253
INSTRUCTORS: Michael Kamorski, Jay Pelletier, Lori Perez

ESPORTS

TITLE: **It's 'Game On' for the Future of Sports**

Description: What do the Barclays Center, Sangam Stadium, and the Mercedes-Benz Arena all have in common? They've all hosted one of the fastest growing sports ever; Esports. In this session participants will learn the basic components to esports competition at the collegiate level. All students will have the opportunity to compete in a friendly Rocket League exhibition, learn to operate a basic esports production, and take aim at creating engaging graphics and media.

MAX: 12
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: Esports Arena (DLC 122)
INSTRUCTOR: AJ Kool, Griffin Reed

EXTENDED REALITY

TITLE: **Experiment with Extended Reality**

DESCRIPTION: Husson's iEX Center has the largest variety of extended reality (XR) equipment in one place in Maine. Join us for an exploration of the iEX Center, an activity with some of the equipment, and an overview of what XR is and why it is important. XR is an umbrella term for experiences that are immersive, interactive environments that merge the real with the virtual. XR uses computing technologies like mobile devices, various specialized software, virtual reality (VR) goggles, augmented reality (AR) glasses, and website XR (WebXR). XR has potential applications for everyone from gamers to hospitality and healthcare. Join us for a seminar that is packed with hands-on extended reality exploration.

MAX: 24 (four groups of six)
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: HAH 231
INSTRUCTORS: Brave Williams, Tony Gerow

GRAPHIC DESIGN

TITLE: **Add Motion to your Social Media Posts**

DESCRIPTION: Take your social media posts to the next level by adding motion graphics. In this session, you'll learn how Graphic Designers visually communicate to audiences by combining text and images in a compelling way that gets you to engage. You'll use current graphic design industry software to manipulate imagery and text into a design-ready ad to market the annual Husson Alive event, or bring your own images and promote your personal brand!

MAX: 25 am/ 20 pm
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: Lab 102
INSTRUCTOR: Theresa Ayotte

HOSPITALITY & TOURISM

TITLE: **Inventive Events**

DESCRIPTION: Join us for a fast paced, interactive session where teams will work together to create an event using concepts such as target audience, budgeting, event flow, and design.

MAX: 16
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: HAH 251
INSTRUCTORS: Lisa Sturgeon

SPORTS JOURNALISM

TITLE: **Podcast Like a Pro**

DESCRIPTION: Anyone can create a podcast, but will it actually be any good? In this session you'll learn a few tips that separate the amateurs from the professionals that do it every week.

MAX: 16
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: TBD
INSTRUCTOR: Jeffrey Hope

MARKETING COMMUNICATIONS

TITLE: **How to go Viral**

DESCRIPTION: Whether you want to go viral on TikTok, YouTube, or Insta we've got the tips and tricks that will get you there. You'll learn how to develop your personal brand, reach your audience, and create the ideal content. Hear from those who have done it and get your questions answered too.

MAX: 24
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: WCC One Circle Agency
INSTRUCTOR: Nancy Roberts

TITLE: **How to Promote Your Side Hustle**

DESCRIPTION: Whatever you're doing or hope to do to make money this workshop will teach you how to get more customers. Learn how to use the 5Ps of Marketing to sell anything. Participants will create a marketing plan to target an audience, create a message, and identifying the right advertising that will make a product stand out from the crowd.

MAX: 24
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: WCC 205
INSTRUCTOR: Sarah Smiley

PHOTOGRAPHY

TITLE: **Does Photography Still Matter?**

DESCRIPTION: What are some of the innovations which led to the development of permanent photography? How did early cinematography spur innovation in still film photography and how have digital still cameras influenced contemporary cinematography. See the workflow needed to make a dynamic image.

MAX: AM - 15 / PM - 12
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: WCC 223 & Hart Studio
INSTRUCTOR: Larry Ayotte

RADIO BROADCASTING

TITLE: **Radio: The Human Connection, or What Spotify Can't Do**

DESCRIPTION: After a while, listening only to music that some software program thinks you'll like is boring. That is why radio continues to be the favorite source of entertainment and information. What is radio's magic that keeps the audience coming back for more? It's the creation of a connection with the listener. This session will explore how this connection is made by participants actually going on the air with Husson's WHSN 89.3FM to work as a DJ.

MAX: 10
SESSIONS: AM session
ROOM: WCC WHSN Radio Station
INSTRUCTOR: Mark Nason

VIDEO / FILM PRODUCTION

TITLE: **Lighting FX**

DESCRIPTION: You have a great idea for a short film, but how can you make it look real? Help us create lighting effects to simulate a campfire, police crime scene, moon or Sun light, or even water ripples, with only limited resources. Light is one of the most powerful tools we have in the world of film and video, It can change how we interpret and how we feel about everything we see on the screen. This session will take a look at the power of lighting and a few of the techniques and tricks used by lighting professionals that can help you tell the story.

MAX: 12
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: WCC TV Studio
INSTRUCTOR: Steve Vachon

TITLE: **Staging the Scene**

DESCRIPTION: For this session, the students and Instructor will work together to recreate a Scene from a Movie. This will involve watching the film scene and then breaking it down to the blocking of actors and camera angles used to create it. The students will then work together to recreate a portion of that scene based upon their observations. This session allows the students a chance to look at the decisions that are made by filmmakers when constructing a narrative scene.

MAX: 12
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: DLC 109
INSTRUCTOR: Bill Finger

TITLE: **Live Television Remote Production**

DESCRIPTION: Be part of a team and work together to create a finished product in a live television environment. Learn about the roles, software and equipment in a six camera shoot with a Grass Valley Karrera Switcher, which is being used around the world to make the TV shows that everyone watches. You will be a part of the video team that makes The Nite Show with Danny Cashman happen!!

MAX: 12
SESSIONS: PM Session
ROOM: Mobile Production Remote Unit / Gracie Theatre
INSTRUCTORS: Rodney Verrill, Frank Welch

TITLE: **Shooting and Editing Commercial Video**

DESCRIPTION: Moving quickly, this hands-on session will have students using cameras to capture images and then get them back into the edit room to try and cut together a brief commercial project. Creativity, fun and the ability to create a visually interesting project in such a short time, will keep students moving. The instructor will work with everyone as they take ideas to actual clips and then bring the concept alive with music and editing, all in hopes of making the 90-minute deadline! There will be students available to help with editing and the camera, so no background is needed with either.

MAX: 12
SESSIONS: AM & PM - 2 Separate Sessions
ROOM: WCC Newsroom & Lab 109
INSTRUCTOR: Nate Dumas