

# **The comms lab: Get hands-on communication experience**

## **Assignment Part 1**

For the vertical videos, your assignment is to create a video and write a caption for it. If you would like some helpful resources to help you learn how to edit, here is a [link to a YouTube video](#) that goes more in-depth on how to edit within the Instagram app. And here is [another YouTube video](#) that goes more in-depth on how to use CapCut.

For the social media campaigns, you should create 2-5 social media cards and 2-5 social media messages, and write a few sentences about what channels you plan to use, who your audience is, and what your expected actions or outcomes are. Check out some [Canva tutorials](#) to get inspired!

Finally, for the media assignment, you should write a press pitch and write a few sentences explaining who your target audience is, which news outlet you plan to send the press pitch to, or even better, which individual journalist you would reach out to!

[Here is a link to the Dropbox folder](#) where you should upload your assignments for us to review during part 2.

Additionally, here are links to [Linktree](#), [Envato Elements](#), [Flickr](#), and [Canva](#).

If possible, please try to upload them by February 4<sup>th</sup>.

If you have any more questions, please feel free to reach out to:

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