

Smartphone Video Skills

■ Description

A workshop with plenty of hands-on experience covering:

- Applications
- Equipment and apps
- Planning your shoot
- Shooting techniques
- Editing techniques
- Uploading video & search engine optimisation

■ Aims

The principal aim of the course is to equip delegates with the skills and confidence to produce professional video clips, from planning to upload, for social media and the web. Delegates will gain an understanding of how video can be used to meet the organisation's needs.

■ Course Programme

MORNING

How video can benefit your business

Applications

Planning your shoot & exercise

Pro tips on shooting video that works

- Sound
- Lighting
- Interviews
- Cutaways & close ups

Shooting exercise

AFTERNOON

Pro editing tips

Editing exercise

Uploading to the web

Video optimisation & promotion

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