

Video Production Training

■ Description

Designed for communications' professionals seeking to undertake a basic level of 'hands on' video production. By the end of the course you will have an understanding of how to shoot and edit your own video.

■ 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

Equipment

- Camera
- Lighting
- Tripod
- Sound - microphones

Planning your shoot & storyboarding

- Press videos
- Promotional videos

Pro tips on shooting video that works

- Setting up a shot
- Permissions
- Camera operation - – white balance, exposure, shooting a general view (GV), static sequences of shots (pans, tilts, focus-pulls), cutaways & close ups
- Sound & lighting
- Interviews & soundbites

Shooting exercise

AFTERNOON

Editing tips on Adobe Premier Pro

- Wipe frames
- Tilting
- Music & sound
- Archiving & storage

Editing exercise

Uploading to the web

Video optimisation & promotion

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