



Video Production Training

▪ Overview

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.

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.

▪ Programme

Equipment

- Camera
- Lighting
- Tripod
- Sound - microphones

Planning your shoot and 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 and close ups
- Sound and lighting
- Interviews and soundbites

Shooting exercise

Cont....

Editing tips on Adobe Premier Pro

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

Editing exercise

Uploading to the web

Video optimisation and promotion

Mosaic Media and Marketing Training

Suite 6 Oyster House, Severalls Lane, Colchester, Essex CO4 9PD
01206 841933 info@mosaicpublicity.co.uk www.mosaicmediatraining.co.uk