

Video Production 101 (beginner to intermediate)

LOGISTICS: Based on 4 week program (24 hours)*

COURSE OBJECTIVE: Produce, shoot and edit professional quality video content

Whatever video tools you're likely to use - from smartphones to high-end cameras - master the essential skills to set your video content apart. On this course you will learn how to plan, produce, shoot and edit professional looking video while working to real client briefs. You'll become familiar with how to operate a camera correctly using manual settings, capture clean audio, use lighting effectively to enhance your message, learn basic film grammar and production design and edit your footage for presentation, adding a basic soundtrack, titles and color grade. You'll master video production essentials such as lighting and shooting an interview, capturing great B-roll and using editing techniques to create dynamic videos that flow. In addition, you'll learn how to import and export video for various platforms, as well as how to distribute your content on various platforms while avoiding legal pitfalls. This course is aimed at making you and your video content more professional and more marketable.

Session	Theme / Description	Activities	Skills Focus / Learning Outcomes (After this session you will understand these points)	
1A	Tools of the Trade Types of Video	Analyze Types of video Manual camera operation Storytelling on screen Branding guidelines & consistency	From ENG to PSA Aperture & shutter speed Telling the story Know your client / audience	Video conventions Manual v Auto settings Choosing a look & feel - fps Film grammar – shot types
1B	Shooting & Lighting Interviews Production Audio	3 point lighting Interview prep Talent release forms Capture clean audio	Key, fill & back lighting Color temperature Shotguns and lavs Buzz tracks-location sound	Scrim, reflectors & gels Bit-depth, HD & 4K In camera v external audio Researching your subject
2A	Shooting B-Roll Editing Essentials	Shoot B-roll footage Directing talent Digital media management Essential cuts and transitions	B-roll (inserts & cut-aways) Camera movement Pans, tracks, dollies Type of cut (straight, J, L,)	Matching footage Focus-pulling Setting up your NLE Editing flow
2B	Shooting for Clients Pre-Production Planning	Client brief & consultation Checking legal issues & rights Shooting schedule Using stock footage & music	Client briefs Script formatting Shooting schedules Stock templates & footage	Location Scouting Storyboards Licensing for music Legal rights
3A	Project Shoot	Shooting on location for client	Murphy's law Pacing: scheduling v reality Light/Audio troubleshooting Coverage	Safety on location Managing a crew Media management Location sound
3B	Project Shoot	Shooting on location for client		
4A	Editing – Fine Cut Sound Mixing / Titles / Exporting	Importing, sub-clipping, cutting Multi-layered soundtracks, SFX Export formats and codecs Deliverables	Sub-clipping, marking clips Mixing sound Adding titles and credits Rendering & playback	Synching audio Using SFX & music Export formats
4B	Distribution - Video Platforms Marketing for Video	Video Platforms Promoting your work Planning a showreel		

**Flexible course structure; Custom hours available to suit your schedule*