

Video Production Fundamentals

Learn the basics of professional video production from start to finish. From choosing the right camera gear to delivering that final product. Creating digital media has never been easier with technology that is within our reach. Knowing how to best use these digital devices makes a whole world of difference to the quality of your video production even with limited resources.

Join us for this one day workshop to bring out the digital storyteller in you. Learn basic techniques from professionals in the media industry and take your corporate or social media video productions to the next level.

Topics

Part One - Live Demo & Workshop

Overview)

- First Things First
- Introduction
- Video Production Overview

Concept & Scriptwriting

- From Idea to Script
- 3 Act Structure
- Visual Storytelling

Digital Video Primer

- Flavours of HD
- 4K & Beyond
- Popular Formats used in the Industry

What Gear Do I Need?

- Choosing a Camera (Professional Video Cameras, Digital SLR or Digital Devices)
- Using the Right Equipment for the Shot
- Various Equipment used in Production
- Introduction to Drone Technology (Show & Tell, CAAS Advisory)

Lighting 101

- 3 Point Lighting (Live Demo)
- Creative Lighting Options

Camera Workshop 101

- Pulling Focus
- Shallow Depth of Field
- Exposure
- Shutter Speed
- Audio

Composition 101

- 9 Techniques to Better Compositions
- Rule of Thirds
- Shot Size
- Pan, Tilt & Zoom
- Tracking
- 180° Rule
- Dutch Angle

Part Two - Hands-on Lab Session

Video Editing Equipment & Options

- Video Post Production Workflow
- Workstations, Laptops & Mobile Devices
- Introduction to Current Software Available in the Industry

Post Production on the Go

- Using Adobe Clip & Adobe Hue
- Importing media
- Setting In & Out Points
- Drag and Drop in Sequence
- Basic Transitions & Colour filters

Using Premiere Pro

- Introduction to the Premiere Pro UI
- Importing the Footage
- Building a Story on the Timeline
- Using Transitions & Effects
- Basic Color Correction
- Basic Audio Levelling
- Exporting for Web and Other Options

Video Editing Techniques 101

- The Rhythm of the Edit
- Using Music in Production
- Cutting on Action
- Wide Shots & Close ups
- Slow Motion & Speed Ramp
- J & L Cuts
- Dynamic Editing

Course Info



Fee

\$320

Duration

1 day (9am - 5pm)

Target Audience

Targeted at:

- a) anyone who wants to acquire fundamental knowledge and skills of producing video.
- b) creative & media professionals who want to acquire basic skills in video production

Prerequisite

You are welcome to bring your own gadgets, such as:

- smart phone (iOS or Android)
- tablets (iOS or Android)
- any digital camera



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