



ESF Human Solutions Sdn Bhd

Reg. No 202301042321 (1536238-U)

Phone: 6012-396 2382 Hunting Line: 1-700-81-0621

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MOBILE VIDEOGRAPHY AND VIDEO EDITING

2 Days Course (9.00am – 5.30pm)

COURSE OVERVIEW

No matter the size of your business, it is essential to generate videos to enhance the marketing and sales of your products and services in today's business landscape.

In this course, we show you how to create incredible videos with features like replacing your background without green screen and creating multi-screen videos. Our easy-to-follow training is based on real world projects to help you produce amazing content for your social media and digital marketing.

COURSE OBJECTIVES

Upon completion of this program, participants will be able to:

- Use smartphone cinematic mode for professional quality video shooting
- Produce pro quality videos and upload to social media to engage their audience.
- Complete instructional videos or VIPs interview, events for their corporate videos
- Improve and enhance existing videos by using colour grading, graphics, animation video stabilisation and many more features

COURSE CONTENTS

Module 1

Intro to smartphone Videography

- Camera basics
- Composition & framing

Module 2

Video Settings

- High frame rates & slow motion
- Adjusting focus: Auto vs. AF Tracking Lock

Module 3

Go Cinematic

- How to use Cinematic mode for pro quality videos
- Video Walkthrough: How to get stable moving shots
- Shooting in vertical vs horizontal
- Best setting for video shooting

Module 4

Audio Recording

- How to record clear audio
- How to conduct interviews

Module 5

Gear & Accessories

- Lights
- Stabilizers/gimbals
- Microphones

EXERCISE: Use lights and mics to shoot an interview session with smartphone



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Module 6

Smooth transitions

- How to create in-camera transitions effects
- Whips pans and tracking shots

Module 7

Intro to Visual Storytelling Skills

- Script preparation & planning
- Tips & tricks to create a Reel/Shorts/Montage
- Tips n Tricks to create a vlog

Module 8

Video Editing on Smartphone

- The best apps for video editing
- Adding & arranging clips on Timeline
- Insert video titles and lower thirds
- Use transitions for interesting scene changes
- How to use Effects and Filters
- How to brighten up video clips
- Sharing & exporting to social media

Bonus Modules

- Remove and replace backgrounds NO Green Screen!
- Using stock footage & music to complete your story
- Multi-screen/Side by Side: Show multiple videos at once on the same screen
- Make a VERTICAL video for Reels Shorts from a Horizontal video

EXERCISE: Shoot & edit a 30 secs interview with cutaways (b-rolls)

REVIEW / REVISION / Q & A

HOW YOU WILL LEARN

This course emphasizes hands-on techniques as well as classroom lessons. Class activities include shooting an interview and a product promo video with parameters based on real world projects.

WHO SHOULD ATTEND

Aspiring filmmakers, content creators: Youtubers, vloggers and social media influencers, video journalists, digital marketers, business owners, educators, event videographers.

Note:

Please reach out to us via 6012-396 2382 (Phone call or WhatsApp) for more details or in-house program arrangement