

# Smartphone Videography and Video Editing for Beginners

## Description

With advancements in digital technologies, function is video recording. Businesses are now able to record their own videos for use in their marketing and sales promotions.

This course aims to equip learners with the competencies to plan their scripts and translate them into interesting storylines. Learners will be taught all the features available on their smartphones that can be used to take attractive and compelling videos. They will also be shown the many new apps that users can download and use to enhance their videos.

## Who is this Course For?

This training is relevant to Social Media Content Creator, YouTube Content Developer, Camera Man, Video Editor, Digital Marketing Specialist, Film Editor, Filmmaker. This is also relevant to small business owners and employees who need to create video content for their social media marketing campaigns.

## Course Objectives

By the end of this course, learners will be able to:

- Interpret the storyboard to determine the camera equipment needed and the composition technique required to shoot the scene with an understanding of the key processes & rolls of videography and visual effects editing.
- Produce shots according to technical and aesthetic requirements using cinematography and lighting techniques.
- Create layer-based video sequence based on the principles and concepts of videography and visual effects.
- Apply multi-layers composition with sophisticated video editing and visual effects techniques.
- Apply visual enhancements to the synchronized video.
- Evaluate the quality of videography and visual effects.



Course Duration

**24 Hours**

Course Reference No.

**TGS-2023021362**

Mode of Training

**Classroom**

Funding Validity

**Till 18 May 2027**

**Full Fee \$1200**

(Subject to 9% GST)

Pricing	Funding	Nett Fee (After GST)
<b>SME OR SINGAPOREAN AGE 40 AND ABOVE</b>	<b>70%</b>	<b>\$468.00</b>
<b>NON-SME OR SINGAPOREAN AGE 21 TO 39 OR PR</b>	<b>50%</b>	<b>\$708.00</b>
<b>Subsidies available: SFC, SFEC, UTAP &amp; PSEA</b>		



# Course Content

## **Learning Unit 1: Key processes & Compositing Techniques of Videography**

- The 8 Steps to videography and video effects
- List of Videography Equipment needed to Compose Visuals
- Composition Techniques for Videography and Visual Effects

## **Learning Unit 2: Lighting Cinematography Techniques**

- Lights Techniques for videography and visual effects
- Principals & Elements of Photography
- Camera Techniques

## **Learning Unit 3: Multi-layer composition to sequence video footages with visual effects**

- Principles & Concepts of Videography & Visual Effects
- Introduction to CapCut
- Video Sequencing
- Editing Techniques

## **Learning Unit 4: Visual Enhancement**

- Using digital compositing tools to enhance the visual effects.
- Apply lighting adjustments to enhance the visual effects.

## **Learning Unit 5: Evaluate the quality of videography and visual effects**

- Key evaluating points and provide valuable feedbacks

