

COURSE DURATION

24 hours

COURSE SYNOPSIS

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.

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 synchronised video
- Evaluate the quality of videography and visual effects

TARGET AUDIENCE (OPERATIONAL, SUPERVISORY & MANAGERIAL)

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.

ASSUMED SKILLS

- Learners must be able to read, write, speak and listen to English at secondary school level
- Learners to have minimum GCE 'O' level or ITE certificate education
- Learner should have at least 1 year's working experience in any industry.
- Learner must be able to operate basic and camera functions and features of their smartphone

TRAINING METHODOLOGIES

Lectures, demonstration and hands-on activities designed to provide practical experiences with skills being taught.

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