Video Production

Course Code:
ASKVP7

TPGateway Course Code:
TGS-2020502731

Course Duration:
2 days (16 hours), 9.00am - 5.00pm

Course Fee:
$500 ($545 Inc. 9% GST) per participant
SDF grant entitled, $2/hr x 14hrs = $28
1 hour lunch is not claimable
Skillsfuture Credit Claimable for Individual
UTAP Claimable ; sign up https://ntuc.co/ask-edm

Course Dates:
Refer to Training Calendar
https://asktraining.com.sg/course-schedule/

Course Synopsis

Video production is an increasingly important skill to have in the modern world. At a time when attention spans are getting shorter by the moment, research has shown that videos are still the most effective content medium to capture the attention of a discerning online audience, who will only spare time to view content that caters to their interests.

Videos provide credibility, creates trust and leads to higher sales conversions and higher returns on ad spend. Having a video on your website also improves your SEO so that you can increase your website's visibility on search engines such as Google.

The recent pandemic has accelerated the shift towards digital marketing. This has made video production an even more in-demand skill, not only for Millennials, but also for entrepreneurs or established organizations looking to take their business online to reach out to a global audience.

In our 2-day 'Video Production' workshop, we will guide participants to build their own videos projects with the necessary textual and visual effects and transitions to produce sleek looking and complete videos.

Course Objectives

By the end of the course, you will be able to:

- **Make your own video with audio effects, whether it is on free or paid software**
- **Combine and edit video clips**
- **Add visual and sound effects such as transitions, titles, music and other elements to build interesting video projects**

Course Outline

- **Introduction into Video Production**
  - o General difference between FREE and PAID versions
  - o Choosing your video-editing software / app

- **General Video Production Work Flow**
  - o Pre-production, Production & Post-Production
  - o Storyboards

- **Setting up Filmora and start Editing with Filmora**

- **Import media (Images / Videos / Audio files)**

- **Place video clips into Timeline (Video track)**

- **Trimming techniques**
  - o Set the start and end locations of video clips (Video track)
  - o Click and Drag, Trim Start and Trim End

- **Add & Delete video effect**

- **Add Video transition**

- **Add text (titles) to video**

- **Add audio – music and sound effects**

- **Export as finalised video**

- **Reference: Common File Types for video / photo / audio**

- **Reference: Filmora online tutorial**