

## Video For The Web

Video is now the most talked about marketing tool. Video massively improves the chances of websites being found in Google searches, tells a brand or business story with real impact and increases the reach and power of digital marketing and social media campaigns. Our new course trains individuals in the essentials of video production to equip them to make professional looking video using simple video equipment. Video is everywhere online and our 2017 video production training course is now available at Silicon Beach Training.

### Objective

After attending the Video For The Web course you will be able to shoot and edit professional looking videos including voice over commentary for websites, YouTube, social media and other digital platforms whatever the equipment you use.

You will be able to:

- Understand and put into practice the principles of film grammar which underpin all professional looking video production
- Shoot and edit promotional video and other marketing video content to a professional standard
- Write commentary and conduct to camera interviews that tell a compelling business or brand story
- Upload videos to websites and social media platforms

### Details

**Duration:** 1 Day

### Course PreRequisites

You don't have to be a techie or a keen hobbyist film-maker. The training course is for absolutely anyone. If you can stand still, point a camcorder or mobile phone and hit play then the course is designed to do the rest.

## Course Content

### Pre-production

- Research A Subject
- How To Write A Script Outline
- Making A Shot List
- Preparing A Call Sheet

### Shooting

- Basic Principles - Framing, Camera Moves & The Rule Of Thirds
- Coverage - Getting All The Shots You Need
- Shot Sizes - Wide Shots, Close Ups & Cutaways
- Audio - Recording Clean Sound
- Location Shooting - What To Watch Out For

### Shooting Interviews

- How To Shoot A PTC (Piece To Camera)
- Getting People To Talk On Camera - Basic Interview Questions
- Interview Shooting Exercise with Professional Actor

### Editing

- Editing Techniques Explained
- Continuity Editing - How To Tell A Visual Story
- Types of Edits - Wide Shot To Close Up, Cutting On Action, Dissolves & Fades
- Hands-on Editing Exercises With Supplied Footage

### Post-production

- Writing A Final Script To Picture
- Writing & Recording Commentary
- Graphics, Logos & Sub-titles
- Working With A Background Music Track
- Mixing All The Audio Elements Together

### Distribution

- How To Copy & Keep Your Finished Video
- How To Upload Your Finished Video To YouTube & Other Social Media Platforms