

Giles Palmer

# Arts North

## VIDEO CONTENT CREATION 101

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### Course Outline

The purpose behind offering this course is to empower you to create video content for your small business page, social media platforms and website. With the world going more and more digital and online, small business, artists all need to be more present online. In this 6 week course you learn techniques and confidence to film, edit and fully produce content for your online presence.

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## **Week 1**

### **Basic Phone Camera Video Content Creation**

After a brief introduction to the class we will be bringing out the cell phones and talking about what settings are used, framing and some apps that can be utilized with your video content to make engaging content.

Equipment needed - Cell Phone, Tablet etc

Homework - Go Create something! Film something, but keep it under a minute.

## **Week 2**

### **Lighting 101**

Using practical lighting can be very important to making sure viewers stick around to watch your videos. Think about it, would you stick around to watch a video that is too dark? Do you cringe when you see something that is really overexposed? Would you watch either of those again? We will go over natural lighting versus 3 point lighting. What Kelvin means and the different types of light and how you can make them work for you.

Equipment needed - Zero

Homework - Use natural lighting, or borrow some lighting to record something. Under a minute!

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## **Week 3**

### **Audio 101**

Good audio is the least subjective part of the whole process. The Audio is easily 50% of the whole video and if you don't have good audio, you are not going to have a video that people will want to watch. Most video recording devices also record audio, but the built in microphones can leave a lot to be desired. We will cover on camera microphones, wireless lav mics and boom microphones.

Equipment needed - Zero

Homework - Test out whatever microphone you have. Test in various places, inside or outside. Up close and far away! Keep it under a minute.

## **Week 4**

### **Beyond Cell Phone Cameras**

This is where we can start looking more in depth at the manual settings of bigger cameras, beyond the cell phone camera. Using the DSLR and Mirrorless Cameras, including any the class might bring in. We will go over the basic rules of video in manual mode, including shutter speed, aperture and ISO. These basics will allow us to get the effect we desire, and how to achieve that beautiful cinematic look. Using the knowledge we gained from our previous two classes we are now set to frame, light and record audio for a video.

Equipment needed - Zero, but feel free to bring a Camera, Cell Phone Camera.

Homework - Create a very short piece of content that can be edited in class next week, concentrate on your niche.

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## **Week 5**

### **Editing 101**

Taking some video is just the first step, now you have to get it off the camera and into the editing program. There are so many ways now to edit, but we will look at some basic tools within Final Cut X on a Mac. We will also cover some basic editing programs on Mobile, including Premier Rush, CapCut and editing natively within the most Popular Social Media apps.

Equipment needed - Zero. Feel free to bring a laptop or other editing platform to follow along on.

Homework - Now you have learned all the basics, including editing, sound, lighting and camera settings. Go out and continue to work on your piece of content or work on something fresh for the Student Showcase next week! Don't produce an hour long video, keep it short and try to highlight everything you've learnt so far!

## **Week 6**

### **Student Showcase**

This, being the final week, will use our time to review the basics of content creation. But more importantly we are going to have an opportunity to share our work in a safe space where constructive criticism is welcomed and received with open minds. This can be the most daunting part of the whole course, but it is necessary to learn from your peers and come away feeling inspired and rejuvenated.

Equipment needed - Your Video to show the group on USB.

Homework - Go start making content! Keep in touch and follow me online!