| **Course:** | **Professional Certificate in Video Editing and Production (Video for Social Media)** |

Guided Learning Hours: **24**

Pre-requisite: **Computer Literacy**

Requirements:

An external storage device (SD card or hard drive) of at least 64 GB

Abstract

This programme is designed to transform the participants into confident and competent video editing practitioners. By the end of this course all participants will be able to manipulate and combine various formats of video and images into finished video products at a level worthy of broadcasting. Additionally, participants would be guided through the proper techniques for editing various types of media, such as interviews/documentaries, news/narrative pieces, television commercials, and short films. Adobe Premiere Pro CS6 and Adobe After Effects CS6 will be editing software used, however the principles taught will be applicable to any other professional non-linear edit platform.

Target Audience:

Persons wishing to understand the process of creating video by capturing moving images **(videography)**, and creating combinations and reductions of parts of this video in live production and post-production (**video editing**).

Learning Outcomes

On the completion of this programme , participants should:-

1. Know the basic history of editing technology and practices.
2. Understand the role of the video and film editor.

3. Understand and manipulate the various components of the editing programme's interface.

4. Import footage from digital files.

5. Understand and applying shooting techniques to capture quality video shots.

6. Understand and apply the techniques for recording clear audio for editing projects.

7. Be able to trim video and audio clips.

8. Be able to analyse and interpret footage and other commonly used media.

9. Understand the concepts of proper editing –timing, rhythm, and pace.

10. Be able to apply and manipulate video and audio effects\transitions.

11. Be able to animate/key frame video and audio effects

12. Be able to create titles and on-screen text.

13. Achieve a basic understanding of Adobe After Effects

Course Content

SESSION 1
Concepts - The Invisible Art & the Role of the Editor. Intro/Overview of Adobe Premiere Pro Editing.
Lecture Overview - Why edit? What does an editor do? History of editing. Setting up a cutting room: editing equipment and supplies. Components of a digital system. Importing and organizing footage.

SESSION 2
Concepts - Coverage and Basic Shots. Shooting techniques using camera or smartphone
Lecture Overview - Camera settings: different types for different uses
Recording video – including shot sizes, positioning the camera, framing, composition, lighting, backgrounds, stabilising your shots

SESSION 3
Concepts – Capturing sound
Lecture Overview - Recording Sound: how to achieve clear audio. Using microphones and external recording devices.
Dialogue. Cutting dialog scenes

SESSION 4
Cutting for Genre: News & Documentary
Lecture Overview – Narration and interview editing for documentary projects. Cutting narration. Splicing in b-roll. Key editing techniques of the film cutting room –overlapping, trimming, split edit L-cuts, J-cuts.

SESSION 5
Cutting different types of projects: Music Videos & TV Commercials. Selecting right clips, pacing, use of music.
Lecture Overview - How to edit a music video? How to edit TV commercials?

SESSION 6
Intro to Adobe After Effects: Motion Graphics I
Lecture Overview - Creating effective opening title sequences. The structure of closing credits in a film.

SESSION 7
Intro to Adobe After Effects II - Color Correction and colour grading in After Effects
Lecture Overview - Why color correct? The effect of different color tones on an audience.

Work on projects.

<u>**SESSION 8**</u>
Post Production Workflow: Output for various platforms. Deciding how the audience will view finished film or video: via Web, tube, film festival, video, or DVD
Work on projects

In order to achieve Learning Outcomes	The participant must ……
1. Understand the role of the video and film editor.	- Know the responsibilities of the editor and the relationships he/she has with the director and other production crew.
2. Understand and manipulate the various components of the editing programme's interface.	- Be comfortable with the programmme's layout, windows, and various tools and menus.
3. Import footage from both Mini DV tape and digital files.	- Take footage from its raw state and properly import it into the software with the proper settings
4. Be able to trim video and audio clips.	- Know how to select clips and precisely set edit markers before assembling on the timeline.
5. Be able to analyse and interpret footage and other commonly used media.	- Understand the various shot types and their uses.
6. Understand the concepts of proper editing –timing, rhythm, and pace.	- Understand how timing affects the overall edit and the audience's interpretation of the message.
7. Be able to apply and manipulate video and audio effects\transitions.	- Understand the uses and purpose of various types of effects and transition
8. Be able to animate/keyframe video	- Know how to manipulate the value of an

	and audio effects	effect over a specific time period.
9.	Be able to create titles and on-screen text.	- Know how to use and manipulate the Title Window to create on-screen text and graphics.
10.	Achieve a basic understanding of Adobe After Effects	- Know how to create a project, import assets and perform basic animation
11.	Be able to export finished edits.	- Understand the various formats for export - Know how to use Adobe Media Encoder
12.	Know how to professionally author a DVD/Blu-ray Disc using Adobe Encore.	- Know how to create menus, sub-menus and flowcharts in Adobe Encore.