



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

Course: **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 suitable for 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. Photopea 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 be able to:-

1. Understand the basic history of editing technology and practices.
2. Define 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. Trim video and audio clips.
8. Analyse and interpret footage and other commonly used media.
9. Understand the concepts of proper editing –timing, rhythm, and pace.
10. Apply and manipulate video and audio effects\transitions.
11. Animate/key frame video and audio effects
12. Create titles and on-screen text.
13. Achieve a basic understanding of Photopea

Course Content

SESSION 1

Concepts - The Invisible Art & the Role of the Editor. Intro/Overview of Photopea.

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 Photopea Effects: Motion Graphics I

Lecture Overview - Creating effective opening title sequences. The structure of closing credits in a film.

SESSION 7

Intro to Photopea II - Colour Correction and colour grading in After Effects

Lecture Overview - Why colour correct? The effect of different colour tones on an audience.

Work on projects.

SESSION 8

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
<p>Understand the role of the video</p> <ol style="list-style-type: none">1. andfilm editor.2. Understand and manipulate the various components of the editing programme's interface.3. Import footage from both Mini DV tape and digital files.4. Trim video and audio clips.5. Analyse and interpret footage and other commonly used media.6. Understand the concepts of proper editing –timing, rhythm, and pace.7. Apply and manipulate video and audio effects\transitions.8. Animate/keyframe video and audio effects	<ul style="list-style-type: none">- Know the responsibilities of the editor and the relationships he/she has with the director and other production crew.- Be comfortable with the programme's layout, windows, and various tools and menus.- Take footage from its raw state and properly import it into the software with the proper settings- Know how to select clips and precisely set edit markers before assembling on the timeline.- Understand the various shot types and their uses.- Understand how timing affects the overall edit and the audience's interpretation of the message.- Understand the uses and purpose of various types of effects and transition- Know how to manipulate the value of an effect over a specific time period.

9. Create titles and on-screen text.

10. Achieve a basic understanding of Photopea

11. Export finished edits.

12. Know how to professionally author a DVD/Blu-ray Disc using Adobe Encore.

- Know how to use and manipulate the Title Window to create on-screen text and graphics.

- Know how to create a project, import assets and perform basic animation

- Understand the various formats for export

- Know how to use Photo pea

- Know how to create menus, sub-menus and flowcharts.