

VIDEO for Business 101

Instructor - Michael Wood (Chance Media)

Course Time – Wednesdays from 9:00am to 12:30pm and 5:00pm to 8:30pm

Duration: 11 weeks

OVERVIEW

From start to finish participants will work on a unique short video of their own creation to promote their business.

TOPICS INCLUDE

- Ideas for videos and collecting media
- Script Writing
- Story Boarding
- Camera composition
- Programs and software
- Editing
- Audio recording
- Use of a green screen
- Video Graphics
- Open source music/sound fx selection
- Uploading, linking and embedding your video

COURSE REQUIREMENTS (pre-requisites)

- A reliable laptop computer
- Some form of HD camera (smartphone is fine)
- Knowledge of Social Media