

VIDEO FOR BUSINESS: Post Production

with Michael Wood of Chance Media

Course requirements:

A student must have either attended the original Video for Business course OR already be actively working on a media-content project for their business, such as a video, slideshow, or podcast; also students should have a well-working laptop computer they are comfortable with.

Objectives:

- Work toward completing unique media projects using all-manner of resources available in a classroom and team environment.
- Record missing elements in unfinished media projects.
- Overcome obstacles in media-content production together as a class.
- Discover digital project management and the many resources available, online and offline, for producing and displaying professional content, appropriate for business.
- Develop a workflow to aid in producing media content regularly, or as required.
- Advance in creative software skill sets.

Overview:

Students come to class to work on a media project they are already working on for their business. Together as a class, the students take stock of their projects and discover which elements they may be missing, how to produce them, and what editing will be required.

The focus of class is to get a project out of the editing software and onto the internet platforms used by the business owner. Students will have an opportunity to record further audio narrative, photographs and video for their projects during special labs. One class will be a lab intended for field-recording and be held outside of the classroom, at a location to be determined by the class together.

