

Introduction to Shooting Video for Social Media **Workshop Timetable**

The day is a 60/40 split of theory and practical hands-on learning.

Each topic and concept is clearly explained using live video, practical demonstrations, clips from YouTube and footage shot by delegates during the day.

Course content and timings can be configured to meet your training needs.

- 09:30** Introduction and first practical shoot task
The importance of having a plan
- 10:00** White balance, exposure, focus. Why you need to know about this stuff
- 11:00** Coffee break
- 11:15** Composition and how it affects your storytelling
- 11:45** The customer testimonial. Learn to shoot an interview and you can shoot (almost) anything
- 12:30** Lunch
- 13:00** Interviewing techniques you can use to quickly get the answers you need
- 13:30** Why broadcasters shoot in sequences to tell a story and how to do it
- 13:45** How to record good quality audio with your smartphone, DSLR or video camera
- 14:15** Shooting a broadcast quality interview and a sequence of shots to go with it ready for editing
- 15:00** Tea break and lighting demonstration
- 15:15** How to make everyone you film look good, without buying expensive lights
- 15:30** Shooting 'how to' videos
- 16:00** Editing demonstration with iMovie – putting together footage from today
- 16:30** Close