

PRODUCING CORPORATE VIDEOS: THE BASICS

Suppose you were asked to produce a corporate video for your organisation but you had no idea how to! Or suppose you were asked to work with production agencies engaged by your organisation to produce the company's video. This course would teach you the basics of video production to help you tackle the course more confidently.

Our Objectives

We aim to provide

- an overview of the whole production process
- a good understanding of different terms and concepts of video production (from camera techniques to digital non-linear editing techniques)
- an idea of the technology involved (e.g. mini-dv, dv-cam)
- samples of video productions for critique
- practice in writing scripts for corporate videos

Your Profile

This course is suitable for public relations / Corporate Communications professionals and anyone who needs to work with a professional company to produce corporate videos for their organisations.

Your Results

At the end of the workshop, you will

- have a clear understanding and overview of the whole production process
- know how to communicate with the outside production agency for your video production
- be aware of the various production techniques and the technology involved
- know the basics of script writing
- know the basics of video production

Our Methods

This is a highly interactive course. You will be required to work on a simple project where you will be involved from shooting to editing. You will also play one or more roles in a production environment (e.g. from script writer to director to video editor).

Our Trainers

Our trainers are all qualified and experienced lecturers from Singapore Polytechnic.

Please note that we only specialise in customising courses for organisations; public courses for individuals are not available.

**SINGAPORE POLYTECHNIC
BUSINESS COMMUNICATION CENTRE**

Course Enquiry

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