

# Course : Professional video production with iPhone/iPad/Android

*Practical course - 1d - 7h00 - Ref. IPP*  
*Price : 890 CHF E.T.*

Video is a cornerstone of digital marketing. Previously the preserve of specialists, video production is now accessible on smartphones. This training course will teach you how to use your iPhone or iPad to produce professional-quality videos for your digital communications.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Master the techniques of making a video for the web, with an iPhone or iPad
- ✓ Shoot and edit a video clip with your iPhone or iPad
- ✓ Distribute your videos on different media

## Intended audience

Communications/marketing managers, community managers and anyone wishing to learn how to make videos for the web.

## Prerequisites

No special knowledge required.

## Practical details

### Hands-on work

Production of video clips (interviews, product or service presentations, reports, etc.) and distribution via the Internet.

## Course schedule

### PARTICIPANTS

Communications/marketing managers, community managers and anyone wishing to learn how to make videos for the web.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Preparing a video shoot

- Know the iOS environment, apps, iTunes...
- Define video objectives.
- Define targets.
- List the key points to highlight.
- Définir le cadre de captation.
- Select actors and prepare technical resources.

### Hands-on work

Design a video pitch for a professional social network (LinkedIn).

## 2 Produce video and sound recordings

- Learn the main techniques for taking good images with your smartphone.
- Discover framing, shot values and camera movements.
- Finding original angles with your smartphone.
- Interviewing with your smartphone: optimizing framing and sound recording.

### Hands-on work

Production of several video recordings in real-life conditions: capture, framing, sound recording...

## 3 Editing with iMovie

- Discover iMovie editing software: toolbar, editing window, main features...
- Import and export videos.
- Edit your videos and modify the TimeLine.
- Edit titles.
- Choose and manage sound tracks, separate sound from image.

### Hands-on work

Editing of footage from previous videos.

## 4 Distribute your videos with YouTube

- Know the basics of image rights.
- Select distribution channels: blog, website, third-party sites, social networks...
- Activate your YouTube channel and review the site's key functions.
- Host and configure your YouTube videos.
- Embed a link in a YouTube video.
- Embed a YouTube video on your website or blog.
- Broadcast your videos via Facebook, LinkedIn, X (formerly Twitter), WhatsApp, Instagram...
- Learn about YouTube legal notices, security, rights and copyrights.

### Hands-on work

Upload a video to your YouTube channel and distribute it via your social networks.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.