

Course : Making videos for the Web

Practical course - 3d - 21h00 - Ref. VWI

Price : 2110 CHF E.T.

★★★★☆ 4,8 / 5

BEST

Previously reserved for highly specialized profiles, video production is now accessible to everyone. This highly practical course will enable you to produce short, professional-quality videos to enhance your digital communications.

Teaching objectives

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

- ✔ Design a video project from the initial idea to the writing of a precise script
- ✔ Master the technical aspects of producing a video for the Web
- ✔ Shooting and editing a short video
- ✔ Distribute a video on different digital media

Intended audience

Communications 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

Theoretical input and numerous practical exercises.

Course schedule

PARTICIPANTS

Communications 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 Designing a video project

- Know the technical production environment: the digital video workflow.
- Define the objectives, type of content and duration of the project.
- Writing a note of intent: tone, style, key elements...
- Write the script and storyboard: describe and show the precise content of the project.

Hands-on work

Produce a design brief for an institutional short film project.

2 Shooting and sound recording

- Understand the technical aspects of video images: resolutions, image ratios, recording rates...
- Camera settings: access manual settings during shooting.
- Know the different types of shots: scales, points of view, movements...
- Mastering shot composition through framing.
- Know and know how to choose the right sound recording equipment for each situation.

Hands-on work

Handle the camera and its accessories (stand, microphone) in different situations: interviews, illustration shots, reportage.

3 Video editing

- Prepare editing: transfer of sources, archiving, filing of sources and project files.
- Dérusher: viewing rushes and choosing shots.
- Edit: cut, shorten, lengthen and move a shot in the timeline.
- Insert titles, effects and transitions.
- Mix sound: adjust volumes of multiple tracks, move a sound track, add and mix music.

Hands-on work

Edit the images shot with the camera during practical work into a film lasting a few minutes.

4 Export and broadcast a video

- Select export type: format, codecs...
- Master the main export settings.
- Understand the main online distribution platforms and how they work.

Hands-on work

Experiment with the different export options, analyze their differences and upload the edited film.

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 to review your request and its feasibility.