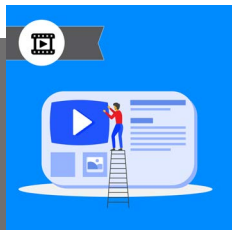


Course Syllabus



Creating Video for Business

Call +44 (0)1865 522 658

Objectives

When you have completed the Video for business course you will be able to identify the reason for creating a video for business and the type of video to create. You will plan a video, capture the video including sound and edit the video adding sound and images. You will be able to publish the video to YouTube to maximise the chances of it being found by viewers and you will be able to measure the success of the video. Copyright issues and using mobile devices are also covered.

Object 1 - Video for marketing

- Discover what video is and why a business would want to use it for marketing
- Styles of video – looking at examples
- Ways to capture video with examples
- Ways to determine the success of video

Object 2 - Principles of video capture

- The stages of production
- Planning a video
- What equipment and software to use
- Adding impact with images and jingles
- Things to consider when capturing sound
- What lighting to use
- Planning the keywords to use ready for distribution
- Some principles when capturing video
- Alternative methods of production

Object 3 - How to create a video

- Tips for capturing Live Action video, animation, webinar & screen recording
- Preparing the video file for editing
- Permissions for images
- Tips for capture
- Copyright
- Saving & exporting

Object 4 - How to edit a video

- Principles of video editing
- Video editing software Inc. iMovie, iMovie for iPad Video editing techniques, 'Wondershare Filmora' and 'Fimora Go'
- Checks and tests to consider before editing and finalising
- Shotcut Tutorials

Object 5 - Publishing options

- Publishing options
- Video playback options
- Why YouTube?
- Uploading videos to YouTube
- Linking YouTube to social channels
- How to setup a YouTube channel
- Customising your YouTube channel
- Embedding a video
- Facebook video

Object 6 - Measuring success

- How to measure the success of a video
- Success Indicators
- Analytics and attention span
- YouTube Creator Academy

**Buy Creating Video
for Business Course**



Summary

Duration: Materials access for 12 months
19 hours of course content
Price: £99 + VAT
Prerequisites: Broadband

**Buy Creating Video
for Business Course**



CPD Accredited Short Courses:

Our online courses walk you through how to use Social Media effectively to gain awareness, authority and interaction with your customers. Learn in your own environment, at your own pace.

- Highly interactive – video, scenarios, checklists & more
- Support by email and exclusive Facebook group
- 12 months access



Social Media Strategy for Business (17 hours)



Blogging for Business (19 hours)



Facebook for Business (15 hours)



Instagram for Business (11 hours)



Introduction to Search Engine Optimisation (6 hours)



LinkedIn for Business (11 hours)



Creating Images (10 hours)



Twitter for Business (13 hours)



Creating Video for Business (19 hours)



WordPress for Websites (21 hours)

Call us today on +44 (0)1865 522 658
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