

Creating DIY Videos for Social Media with Adobe Spark

In-House Course

Course Introduction

This course focuses on teaching businesses how to make better, more engaging self-made videos. From best smartphone filmmaking practices, to planning, storyboarding, scripting, editing and where best to publish for maximum effect. Video doesn't have to be an expensive medium for businesses these days. With smart phones at hand, more and more people are doing it for themselves.

Course Aim

No previous filmmaking or production skills are required, all you need is your smartphone and a laptop (and preferably a wire to connect the two for exporting video files). You will learn the basics of professional film production on a smartphone and all the tips and tricks required to give your video a professional feel on a budget. You will be able to read from script to camera, cut with free Adobe Spark editing software, and how best to store and publish your video content. A social media account is handy, but one can be set up at the workshop for you.

Course Outline

Course content

Audience and Video

- The Pre-production Process
- Creating a content strategy that works for you and your audience
- Examples to inspire
- What content matters to your audience?
- Scriptwriting techniques - basic form and structure to win search and engage.

Production

- Where and How to shoot
- Best practices for DIY filmmaking on a budget including best apps.

Post Production

- Out of the camera and onto the screen - best workflow practices.
- Basic editing with Adobe Spark and Adobe Rush
- Publish perfectly - Thumbnails, social etiquette and SEO tips
- Rave reviews - how to gauge ROI

That's a wrap! Q & A

What will I learn

- The technical know-how to create videos using low to no budget techniques and technology.
- Identifying the business objective to create compelling stories that drive commercial success.
- How to make your video-creating workflow as effective as possible in a no-time/busy world.
- Build video strategy and structure that will increase trackable engagement rates to help you build a loyal online customer base.

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