



FIRST MEDIA
DESIGN SCHOOL

I created and uploaded a video of my windowless house.

Zero views.

VIDEO PRODUCTION MASTERCLASS

Delve into the world of film-making and uncover how stunning videos and short films are created and shot!

Whether it's for a YouTube video, a documentary, or short film, this beginner-friendly 8-day workshop will show you what goes on behind the curtains and equip you with the videography skills of being a professional video creator.

Workshop Info

- 58 Hours Physical Classroom Learning
- 2 Hours e-Learning
- 3.75 Hours Assessment
- SkillsFuture Funding
- This workshop consists of 3 modules:
 - Enhanced Visual Storytelling
TGS-2019503767 - Eligibility Period: 28/07/20 to 15/12/21
 - Videography and Video Editing
TGS-2021003563 - Eligibility Period: 26/03/21 to 25/03/23
 - Content Strategy for Brand Building
TGS-2019503315 - Eligibility Period: 08/07/20 to 29/11/21



SCAN TO ENQUIRE

Workshop Fees

90% Funding

\$318.75

Singaporeans aged 40 above
or
Small Medium Enterprise

Full Workshop Fee

\$3,187.50

Fee Without Funding Applied

For workshop registration, contact +65 6235 0533 or visit www.firstmedia.edu.sg

Filmmaking Pre-Production

- Understanding a video brief
- Storyboard conceptualization
- Scriptwriting Techniques
- Critique and Appraisal for different video types

Filmmaking Production

- Introduction to the video-making process
- Camera gear and equipment
- Camera angles, movements, lighting, and audio
- Shot techniques and composition

Filmmaking Post-Production

- Video editing with Adobe Premiere Pro
- Learning essential editing commands
- Video effects, framing, and audio output
- Supers, captions, and subtitles
- Color correction and transitional effects

Video Marketing

- YouTube Studio
- Social Media Branding
- Understanding how to structure a successful Youtube Marketing Strategy
- Understanding your viewership and video optimisation

What Will You Learn?



What to expect?

- An in-depth and holistic understanding of the entire video production process
- Tips and hands-on practices on mastering the different shooting techniques, lighting, composition.
- Implement your very own video editing project with Adobe Premiere Pro
- Exposure to the current trends of marketing on Youtube

Workshop Outcome

At the end of the workshop, learners will be able to master the technical aspect of video production such as composition, video-editing tools, and basic animation application. Learners will also be taught how to track audience viewership and execute a marketing campaign on YouTube.

Additional Info:

- Absentee Payroll : Claimable at \$7.50 per hour of training.
- All nett fees are claimable via : SkillsFuture Credit and PSEA funding.