

Creating On-line Video

Introduction

With the ever-increasing competition for attention in the online media, effective delivery of content that informs and engages audience becomes an important factor. Online video therefore becomes a crucial media tool that has been broadly used to help achieve this goal. This media, which comprises motion, sound and interactivity, delivers the intended content within a shorter time as compared with static text-based content. With its ability to be delivered in different mobile devices, it can reach out to a wide spectrum of audience efficiently.

This course covers the **technique in editing and compositing online video for distribution for multiple devices.**

Course Objective

Upon completion, participants will acquire the skills/techniques to :

1. Edit and composite digital video using Adobe Premiere
2. Adding music/sound to existing video
3. Incorporate text, images and graphics to video
4. Integrate video for display in different mobile devices

Who Should Attend

For personnel who is interested in digital video editing and composition and online video delivery.

Course Outline

- ⇒ Understand and apply the principles of digital video editing and composition
- ⇒ Exploring composition techniques
- ⇒ Create dynamic titles and lower third
- ⇒ Adding Video Effects to video clip
- ⇒ Understand the different application of video transitions and adding the them appropriately
- ⇒ Editing sounds and importing it to video clip
- ⇒ Exporting frames, clips and sequences in different file format for distribution.
- ⇒ Uploading to you-tubes

Duration

2 days