



P R I S A

Public Relations &
Communication Management

ESTABLISHED 1957

COURSE OUTLINE

Course	VIDEOGRAPHY FOR NON-VIDEOGRAPHER
Date	4 & 5 September, 2018
Region	Gauteng
Venue	TBC
Time	08:30 - 16:00
Registration	08:00 to start promptly at 08:30

Workshop Outline

According to HubSpot, video content will represent 74% of all internet traffic by 2017. Visual content generates 94% more views and is processed 60,000x faster than text. We retain 80% of what we see, 20% of what we read, and 10% of what we hear. (scribblelive.com)

Public relations and communication professionals understand the power a visual story harnesses, but, unfortunately we do not always have the time or budget to appoint a professional videographer.

This workshop aims to equip delegates with the skills to shoot a video, using their smart phones, and do basic editing to it.



The workshop will cover

DAY 1

Theory on production

- Different resolutions (FHD, HD, SD)
- Different frame rates
- Aspect ratios
- The 'rule of thumbs'
- Lighting a scene
- Different angles and shot sizes
- The importance of composition
- The importance of exposure (digital)

Theory on post-production

- The meaning of offline/online editing
- How to edit your footage through your Smartphone app
 - Learning about each tool used to edit your footage

DAY 2

Practical in production

- Create/write a small basic dialogue scene (1min)
- Shooting our scene
 - Lighting setup
 - Shooting of different angles and shot sizes
 - Composition
- Editing your dialogue scene
- Saving/exporting your project to be shared via social media

Requirements

- Smartphone
- Notepad and pen/pencil
- 3G/4G Network connection and DATA
- Must be able to access emails during the workshop
- When downloading the app, please remember your **Username and Password**

About the facilitator

Clayton Kohrs thoroughly enjoys the creativity, visualisation, discipline and level of detail required for generating effective, impactful film and television campaigns. He likes to describe himself as an artistic person who is able to envisage a concept and bring that concept to life, hence his motto 'turning thoughts into visuals'.

Clayton has the exceptional ability of being able to capture a moment, or tell a story, through a photograph or video. He is confident to say that both his passion and talent lies in producing a video from A – Z that will relay the precise message, this includes any call to a specific market and the generation of identified emotions, psychology and/or responses from the audience.



Duration:	2 Days
CPD Points:	15
*Early bird PRISA Member:	R4760.00
Late PRISA member:	R4990.00
*Early bird non-member:	R5270.00
Late non-member:	R5550.00
PRISA registered student:	R2700.00
<i>Accommodation NOT included in any of the fees Fees subject to change</i>	

***Early bird: Book and pay before 5 August 2018**

Student and member fee rate/s only applicable if PRISA membership fees are paid in full at time of booking. The PRISA CPD programme adheres to the criteria required by SAQA for a recognised professional body. The programme is put together following the Global Alliance best practice professional development framework.


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Book online now to secure your seat as space is limited
Contact: Annah Jordan at annah@prisa.co.za or 011 326 1262