

# DIY Videography for non-videographers

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](http://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 one day workshop aims to equip delegates with the skills to shoot a video, using their smart phones, and do basic editing to it.

## **This 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

**Date:** 18 July 2017 **to** 19 July 2017

**Time:** 08:30 - 16:00

**Venue:** 108 Bram Fischer Drive, Ferndale, Randburg

**Cost:** PRISA member: R 4,710, PRISA non member: R 5,230 ( Discount available)

**Date:** 19 October 2017 **to** 20 October 2017

**Time:** 08:30 - 16:00

**Venue:** 108 Bram Fischer Drive, Randburg

**Cost:** PRISA member: R 4,710, PRISA non member: R 5,230( Discount available)

For more, visit: <https://www.bizcommunity.com>