

Learn how to make professional videos with your phone

Lecturers: Javier Cabrera and Óscar Oncina

PROGRAMME

Session 1. In-depth study of your phone as a video camera. Self-recording with your phone. Practical session. Recommended basic accessories. How to record and edit testimonies and interviews with your phone. Practical session.

Session 2. Types of simple videos. How to make videos out of photos. Automatic editing, the easiest way to make amazing videos. Practical session.

Session 3. Instagram Video and Snapchat. How to record videos with Instagram and Snapchat. Videos' features. What Instagram and Snapchat Stories are and how they work.

Session 4. What storytelling is. How to write a simple script. Elements that can appear in a video. Practical group writing session.

Session 5. Advanced video recording with your phone. Essential knowledge on audiovisual jargon in recording. Recommended iOS and Android applications. Recommended advanced accessories. Practical group session. What kind of music you can use and how to download it.

Session 6. Advanced video editing with your phone. Essential knowledge on audiovisual jargon in editing. Recommended iOS and Android applications. Practical group session.

Session 7. Revision of the recorded practice(s). How to create a YouTube channel. YouTube and Facebook video uploading

OBJECTIVES

Teaching attendants how to create and share professional video content on their own in order to:

- -Develop their personal brand
- Position their professional services, businesses and products
- Monitor academic and research projects

HOUR BREAKDOWN

- From 21 February to 4 April 2017
- Tuesdays from 11.30 a.m. to 2.30 p.m.
- 7 sessions
- 20 hours ó 2 Credits
- 20 ESI hours

- February: 21 and 28
- March: 7, 14, 21 and 28
- April: 4

VENUE: To be established

PLEASE NOTE

IN ORDER TO OBTAIN THE COURSE CERTIFICATE, STUDENTS MUST:

- *ATTEND AT LEAST 80% OF TOTAL COURSE HOURS
 - *HAVE PAID FOR COURSE FEES
 - *PASS LECTURER'S ASSESSMENT TEST
 - *COMPLETE COURSE SATISFACTION SURVEY
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