



Video Production with Smartphone for Commercial Use



Smartphone can be used as a powerful tool to enable you to create compelling and impactful short videos for commercial use.

In this course, you will learn the foundations in video production and video editing to produce professional, engaging videos directly with your smartphone and promote your brand or business in a breeze!

Programme code	10014852-07
Date and time	22 & 29 May, 2024 09:30-16:30 (Total 12 hours)
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon
Language	Cantonese
Course fee	HK\$3,200
Target Audience	<ul style="list-style-type: none"> Those who is interested in video/micro movie production or working in video production industry Entrepreneur, marketing and corporate communication practitioners

* Equipment required: smartphone and tablet

Learning Outcomes

- Upon successful completion of this training course, students should be able to:
- Understand what video features and applications are available for your smartphone;
 - Acquire techniques of framing and camera movement, lighting, audio capturing;
 - Edit video on your smartphone properly;
 - Plan high quality video production project from start to finish.

Course Outline

Date	Activities
Day1: Video Production Fundamental	<ul style="list-style-type: none">• Understand and take advantages of the video features of your smartphone• Demonstrate video accessories for smartphones• Explore the video lighting techniques• Create your storyboard and script
Day2: Video Editing Essentials	<ul style="list-style-type: none">• Explore the techniques of framing and camera movement• Learn the role of audio and sound• Practise filming skills• Practise InShot Editing skills

A Certificate of Completion will be awarded to participants who have attended 75% or above of the course and passed an assessment.

Esther LUI

Video Artist & Founder of Movement Studio

Esther is graduated from the School of Creative Media at the City University of Hong Kong, where she majored in Cinematic Arts. She has extensive experience in video production, training of art and editing. The projects she has participated in include: music video (MV) director of "Supper Moment - Love is Nearby"; film production of "The Cave", "Mad World", "Zombiology: Enjoy Yourself Tonight", "Concerto of the Bully" etc..



Enrolment method

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms TAM). Please indicate the course name and course code on the back of the cheque and envelope.

