

Smartphone Video Production with AI (vLearn Programme)

Image created by Generative AI

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

vLearn
HKPC Virtual Learning

Go from idea to final video using just your phone and AI. Learn video taking, generate AI storyboards & music, and edit it all together. Unleash your inner filmmaker and create captivating content.

Programme Code	10017879-08
Programme Duration	44 minutes (Valid until December 2027)
Platform	HKPC Academy vLearn
Medium	Cantonese and Putonghua version (with English and Chinese subtitles)
Course Fee	HK\$100 (with 9 vLearn programs for free)
Certificate Award	A *Certificate of Accomplishment will be awarded to participants who have completed the course

*Only English version of Certificate of Accomplishment is provided

Training Objectives

- Utilise AI tools for visual narration in creating storyboards and generate images
- Understand cinematography concepts such as ISO, shutter speed, and aperture for portrait and product images
- Understand what video features and applications are available for your smartphone
- Learn to create content by AI from start to finish

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Course Outline

1. Visual Narration by AI

- AI storyboard (text to image)
- Production timeline
- Manpower
- Deliverables
- Shooting tips

2. Cinematography

- Exposure Triangle
- Shutter Speeds
- Aperture
- ISO

3. Text to Video by Smartphone

- Design your image
- Prompt creation
- Fine tune the outcome

4. Role of Sound

- | | |
|-----------------|----------------------|
| • Dialogue | • Background music |
| • Voiceover | • AI music generator |
| • Sound effects | • Music editing |

5. Integrate the Image and Music

- Editing APP
- Import materials
- Export an AI generated video

Enrolment Method

Scan the QR code to complete the enrolment and payment online.



<http://u.hkpc.org/b4d>



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Course Title	Learning Objective/Outcomes	Duration
Agile Project Management	- Differentiate between Waterfall and Agile Project Management, noting their pros and cons - Examine the rise and uses of Agile Project Management - Uncover Agile Project Management's significance, mindset, and team structure - Inspire "Empathy" and "Innovation" in Agile Project Management implementation	Around 60 minutes divided into several learning sessions
Customer Centric Marketing: From User Interface to User Experience	- Define good customer experience - Explore the importance of Customer Experience in the Experience Economy - Learn about 4P, 4C, and 4E in marketing and their relationships - Differentiate User Experience (UX), User Interface (UI), and Customer Experience (CX) - Define good UX and the Design Thinking Process	Around 60 minutes divided into several learning sessions
Cyber Security Essentials	- Stay updated on cybersecurity news and trends - Learn about internet security measures to safeguard digital assets - Recognise and prevent phishing attacks - Understand preventive measures to counter cyber threats	Around 60 minutes divided into several learning sessions
ESG in Business Applications	- ESG definition and worldwide/local trends - Impact of global climate change on business sustainability - Implementation of sustainable practices in your company - Employee contributions to company sustainability goals	Around 60 minutes divided into several learning sessions
Understand Artificial Intelligence (AI)	- Gain a foundational understanding of the core technology – AI and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 54 minutes divided into several learning sessions
Understand Blockchain Technologies	- Gain a foundational understanding of the core technology – Blockchain and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 53 minutes divided into several learning sessions
Understand Cloud Computing	- Gain a foundational understanding of the core technology – Cloud and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 50 minutes divided into several learning sessions
Understand Big Data and Data Analytics	- Gain a foundational understanding of the core technology – Big Data and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 60 minutes divided into several learning sessions
AI Gym	- Understand the basic concept of AI Gym - Learn about the AI principles for effectively prompting - Apply the AI framework to make a PowerPoint Presentation	Around 22 minutes