Course Title: Video Production for the Web

Course Description: This course provides an introduction to video production for the web. Students will learn how to create engaging and effective videos for a variety of online platforms using camera techniques, editing tools, and storytelling techniques.

Course Content: 12 Modules

Module 1: Introduction to Video Production

- What is video production?

- Types of videos for the web (explainer videos, product demos, vlogs, etc.)

- Importance of quality video for engagement and marketing

- Understanding target audiences and goals

Module 2: Pre-production and Planning

- Developing a concept and script

- Storyboarding and shot lists

- Location scouting and equipment preparation

Module 3: Camera Techniques and Filming

- Camera settings and features

- Lighting and composition

- Sound recording techniques

Module 4: Post-Production and Editing

- Introduction to video editing software (Adobe Premiere Pro, Final Cut Pro)

- Importing and organizing footage

- Basic editing techniques (cutting, transitions, effects)

Module 5: Advanced Editing Techniques

- Advanced editing techniques (color grading, audio mixing, motion graphics)

- Adding titles, captions, and other text elements

- Techniques for enhancing engagement and storytelling

Module 6: Exporting and Publishing

- Export settings and formats

- Uploading and publishing to various platforms (YouTube, Vimeo, social media)

Module 7: Live Streaming

- Introduction to live streaming

- Planning and preparing for a live stream

- Tools and equipment needed for live streaming

Module 8: 360-Degree Video Production

- Introduction to 360-degree video production

- Techniques for filming 360-degree video

- Editing and publishing 360-degree video

Module 9: Virtual and Augmented Reality

- Introduction to virtual and augmented reality

- Understanding the differences between VR and AR

- Creating content for VR and AR platforms

Module 10: Storytelling and Narrative Techniques

- Importance of storytelling for engaging video content

- Techniques for developing a narrative

- Incorporating emotion and humor into videos

Module 11: Video Marketing and Analytics

- Understanding video marketing strategies

- Measuring the effectiveness of video content

- Introduction to Google Analytics and other web analytics tools

Module 12: Ethics and Copyright

- Ethics in video production

- Copyright laws and fair use

- Proper attribution and licensing for music and other assets

Assessment:

- Weekly filming and editing assignments

- Midterm project: Produce a 2-3 minute video for a specific target audience and platform

- Final project: Develop a video marketing plan and produce a series of videos, optimized for engagement and targeting a specific audience.