

## Video production with the mobile phone («VIDEO»)

Learn in one day how to produce your own expressive videos right on your smartphone. Learn the basics of video crafting.

**Duration:** 1 day

**Price:** 750.–

### Content

1. Pimp my Camera:
  - The tripod for a steady picture
  - When a microphone is needed
  - Using light correctly
2. Interviews:
  - A clear message thanks to good sound
  - Presenting the interview partner in the best light
  - How to make the interview partner look competent
  - Tips & tricks for video conferences
3. Mobile phone camera settings:
  - Getting to know the camera better
  - Setting the focus correctly
  - The right format
  - Difference HD and 4K
4. B-roll shooting:
  - Image composition
  - Turning a photo into a video
  - Cadragen instead of pans and zooms
5. Small dramaturgy:
  - No connection errors
  - Editing interviews
  - Working with time jumps
6. Exercises:
  - Conduct an interview or record a presentation
  - Filming and editing a short «montage»

### Key Learnings

- Learning how to put an interview partner and/or yourself in the right light and image
- Understanding the basic tools (tripod, microphone, lighting) for professional video recording
- Shooting and editing a short story on a smartphone

### Methodology & didactics

This course consists of alternating theory and exercises so that the theory can be put into practice right away.

## Target audience

The course is aimed at anyone who:

- Wants to make more use of social media videos professionally
- Wants to stand in front of the camera themselves with confidence
- Communicates often via video conferencing tools such as TEAMS, Zoom, Skype, etc.
- Has concrete ideas for a video, but doesn't know how to implement them

## Additional information

What to bring:

- Smartphone with a full battery and at least 1GB of free storage space
- Headphones
- if available: Tripod, gimbal, microphone, lightning adapter, etc.

Please install the following app in advance:

- CapCut - Video Editor ([iPhone](#) / [Android](#))

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-media-communication/digital-marketing/content-marketing/course-video-production-with-the-mobile-phone](https://www.digicomp.ch/courses-media-communication/digital-marketing/content-marketing/course-video-production-with-the-mobile-phone)