Filming, framing, and audiovisual editing

Course: **00186**

Filter: **Beginner**

Duration: **7 days**

Category:: **Communication numériques**

Price: **918,00 €**

About Course

The training course in filming, framing, and audiovisual editing aims to train professionals capable of designing and producing professional-quality video content. It enables learners to master image capture techniques, framing and composition rules, and audiovisual editing tools. Upon completion of this training, participants will be able to produce, edit, and finalize videos tailored to the communication needs of businesses, media outlets, and digital platforms.

What you'll learn

- The fundamentals of audiovisual shooting and how equipment works (camera, smartphone, accessories)
- Framing and composition techniques and different types of shots to showcase a subject
- The basic principles of lighting and sound capture to improve production quality
- Video editing techniques, including assembling sequences, adding transitions, text, and audio
- Methods for exporting and optimizing videos according to the distribution medium (social media, web, professional presentations)
- Essential tools for community managers and performance analysis

Targeted audience

- This training course is aimed at content creators, communications professionals, entrepreneurs, marketing managers, and anyone who wants to produce high-quality

videos to promote a brand, product, or activity

- It is also intended for students, professionals undergoing retraining, audiovisual enthusiasts, and anyone wishing to acquire practical skills in filming, framing, and audiovisual editing in order to create content suitable for social media and professional communication media.

Pre-requisites

- Have a basic knowledge of computers.
- Know how to use a computer and manipulate files (copy, save, organize).
- Have a computer (ideally) and/or a smartphone with a camera.
- Have a good understanding of French.
- Be motivated to learn and practice audiovisual creation
- Have an interest in video content creation and visual communication
- Be willing to do practical exercises in shooting and video editing

Curriculum

Module 1: Key concepts in audiovisual production

- Definition and role of the videographer and video editor
- The stages of audiovisual production: pre-production, production, and post-production
- The objectives of effective audiovisual production
- Different video formats (corporate, advertising, social media, reporting, interviews, etc.)
- The importance of visual and audio quality in communication

Module 2: Understanding audiovisual equipment

- Introduction to equipment: cameras, smartphones, tripods, microphones, lighting
- Basic operation of cameras
- Essential settings: resolution, focus, white balance, exposure
- Choosing equipment according to the type of project

- Best practices for using and maintaining equipment

Module 3: Organizing an audiovisual project

- Preparing for filming: objectives, message, and target audience
- Developing a simple storyboard
- Planning sequences and organizing filming
- Managing the filming environment (lighting, noise, space)
- Methodology for efficient and professional filming

Module 4: Mastering shooting techniques

- Different types of shots (wide shot, medium shot, close-up, extreme close-up, etc.)
- Camera angles and their visual impact
- Camera movements (fixed, pan, tracking, etc.)
- Image stability and use of a tripod
- Shooting techniques with a smartphone and camera

Module 5: Framing rules and visual composition

- The rule of thirds
- Visual balance and image composition
- Positioning the subject in the frame
- Managing the background
- Framing mistakes to avoid

Module 6: Light and Sound Management

- The Importance of Lighting in Video Quality
- Using Natural and Artificial Light
- Positioning Light Sources
- Basics of Quality Audio Capture
- Reducing Background Noise

Module 7: Introduction to video editing

- Definition and role of editing in audiovisual production

- Overview of video editing software
- Importing and organizing files
- Exploring the editing interface

Module 8: Professional editing techniques

- Cutting and assembling sequences
- Logical and coherent organization of a video
- Adding transitions and visual effects
- Inserting text, titles, and subtitles
- Synchronizing audio and video

Module 9: Improving and finalizing the video

- Adding music and managing sound
- Adjusting colors and visual enhancement
- Optimizing video quality
- Exporting the video according to formats and media
- Adapting videos for social media and the web