PART-TIME

Duration
4 Weeks

CONTENT CREATION

OVERVIEW

This short learning programme will challenge learners to turn hobbies, interests or aspects of life into a creative and inspirational business opportunity. Explore industries that cover similar topics, identify salient features of how content is packaged and establish where the gaps are. As a content creator, acquire the skills to create, market and manage mini-doccies, vlogs and tutorials as a portfolio with specific mobile device use.

PROGRAMME CONTENT INCLUDES

- Create content from available resources relating to a hobby, interest or skill held.
- Turn an identified opportunity into a product or service.
- Conduct market-related research.
- Document and format content to deliver a product or service.
- Learn about the film form as a documentary and applied in a business context.
- Identify content distribution outlets or social media platforms to market and manage the product or service.
- Understand the basic and advanced rules of composition, framing, lighting, camera movement, finding “focus” and transitions.
- Evaluate and apply how to compile shot lists, navigate mobile video apps and employ effective editing techniques.

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