



FIRST MEDIA PROFESSIONAL LEARNING CENTRE

Short Film Production

Certificate of Attendance conferred by
FIRST MEDIA PROFESSIONAL LEARNING CENTRE
In collaboration with First Media Design Integrated Marketing Communication Group

Objectives of the Workshop

In this short film production course, students will be equipped with the requisite skills to enable them to produce creative yet professional looking short films covering the production process from concept through to final output.

Students are expected to participate in a variety of hands on practical production activities in order to hone their skills and to apply the theory covered in the class lectures.

Proficient camera operation, composition, lighting and editing will all be covered in the lessons, as well as materials relating to NLE editing, compression, subtitling and exporting for a variety of media forms.

Profile of First Media (FM)

First Media is Singapore's leading player in the marketing communications business. FM comprises 10 creative studios with specialised disciplines, experience and qualifications, offering a seamless chain of integrated marketing communication services.

Over the decades, FM studios have been successful in providing creative services to a broad spectrum of industries covering small and medium enterprises (SMEs), multinational corporations, Temasek-linked Companies (TLCs), government ministries and statutory boards.

FM has established a strong presence in regional markets. It has physical studio presence across 5 Asian markets staffed with qualified and experienced design practitioners.

What Will You Learn During 3 Months?

Lesson 1 - Video Production Workflow

- Introduction to Video Production Workflow
- Pre-Production (concept, scripting, planning, logistics)
- Production (camera operations, lighting, shooting techniques)
- Post Production (picture editing, audio mixing and graphics layering)
- Film Theory and History

Lesson 3 - Camera Operations I

- Practical Lesson on Camera Operation.
- Basic Camera Operation
- Camera Functions
- Setting Up
- Tripods vs. Handheld
- Shooting for editing
- Good shooting practice
- Pitfalls - framing issues, compression, patterns, grain, foreign objects

Lesson 5 - Editing Techniques

- Present projects from previous week
- Types of editing
- Pace and rhythm
- Close-ups and Cutaways

Students to learn basic editing software

- Capturing Footage from Camera
- Setting Up Project in NLE (non-linear editing software)
- Basic Assembly and Insert Editing
- Basic Exporting of Video
- Arrange the video clips so that the dialogue as well as action flows seamlessly
- Arrange the clips of this short story in order to create excitement and tension

Lesson 7 - Interviewing and Sound Recording

- Types of Microphones
- Inbuilt vs. Separate
- Things to Consider (ambient, echo, headphones)
- Learning how to work with audio equipment with video camera
- Good audio recording techniques

Lesson 9 - Individual Project Week - Editing

- Presentation of Individual Group Project
- Subtitles, compression and export
- Present 30 second audio files from previous week
- Subtitles
- Compression - quality vs. disk space
- Exporting for different media
- Individual Final Project Consultations

Lesson 11 - Screening of Individual Work

- Screening of Works
- Submission of all project synopsis and relevant paperwork
- Students to group up / Form Group

Lesson 2 - Storytelling Techniques

- Genres: codes and conventions
- Screenplay Structures

Lesson 4 - Camera Operations II (Practical)

- Students to have hands-on practice to record basic interviews.
- Shooting for Spaces with good angles and composition.
- Shooting for Cutaways and Inserts

Lesson 6 - Lighting and Mise-en-Scene

- High vs. low key lighting
- Soft vs. hard
- Colour temperature
- Things to watch out for
- Individual project consultations
- Learning basic 3-Point Lighting.
- Record subject with 3-Point Lighting.

Lesson 8 - Individual Project Week - Shooting

- Individual shoot own project with two week period from Wk 8 - 9

Lesson 10 - Individual Project Editing Week

- Students to edit Individual Projects
- Presentation of Projects
- Student to begin prepping for submission

Lesson 12 - Revision and Review of Lessons

- Final submission and presentation

For Whom?

Anyone who wants to:

1. Understand the art of filmmaking.
2. Understand what makes the form and content of a short film unique and important.
3. Develop a short film script from conception to production.
4. Utilise video cameras and equipment in film style shooting technically and aesthetically.
5. Show an understanding the various video formats and use it to their advantage.
6. Develop skills in the use of computer software post-production video editing process.

Fees Applicable

Programme course fee - \$2,200 (Day class) / \$1,310 (Evening class)

Registration and certification fee - \$50

All cheques to be made payable to 'First-Institute of Design Singapore Pte Ltd'

Duration

This is a 3 hours once per week programme for a duration of 12 weeks

Interested parties, please call 6 337 8663 or email enquiries@firstmedia.edu.sg for more information.

Nurturing Tomorrow's DesignPreneur