

The Video Seminar 2023 Course Outline

Module 1 – Business Video Musts / 4.0 hours

What makes a video great or suck?
Tips for workflow.
The 3 Pillars + 3 Acts of a story.
What is a storyboard and why does it matter?
The 20 Questions storyboard.
The Evergreen Selfie storyboard.
The 20 Questions script review.
The Evergreen Selfie script review.
Presenting – you.
Camera settings – aspect ratio, resolution, frame rate.
Microphones -what you need to know.
Lighting – what you need to know.
Building a smartphone rig.
Other accessories for professional smart phone video.
Client Testimonials – what why how.
String Testimonials – what why how.
Exercise: shoot testimonial examples.

Module 2 – The 20 Questions Video Workshop / 4.0 hours

Review of the 20 Questions script.
How to set up camera, light, and audio for the 20 Questions video.
How to work with the reader in the 20 Questions.
How to upload collateral to The Video Seminar for editing.
Shoot the 20 Questions video.

Module 3 – The Evergreen Selfie Workshop / 4.0 hours

Review of the Evergreen Selfie script.
How to set up camera, light, and audio for the Evergreen Selfie video.
How to upload collateral to The Video Seminar for editing.
Shoot the Evergreen Selfie video.