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INTERNATIONAL TRAINING IN CREATIVE MEDIA

## Shooting for the Web 3 day training programme

**Tutor: Simon Walker**



Master Trainer  
Final Cut Studio

### Course Objectives

Shooting for the Web teaches the process of planning, shooting, editing and uploading of video for distribution on the internet. This course provides hands-on practical training in a supportive learning environment, and includes time for practicing learned techniques. The course is run by a qualified trainer who is also an experienced industry professional and so includes real-world production advice and tips.

The course theme expands upon the principle that these different disciplines overlap and influence each other. For example, certain camera techniques have an affect on the final web-encoded footage. Participants are encouraged to learn how to 'solve problems before they happen'.

### Who is the course aimed at / job titles?

Producers, researchers, APs, web designers, business owners, journalists and anyone who is actively involved in planning and organising films for web distribution. The course will teach the process from script to online delivery of shooting, editing, encoding and uploading of video for the web.

### How is this innovative / groundbreaking?

Shooting for the Web requires a range disciplines - planning, scripting, shooting, treatment through to editing and encoding. The course takes participants from a blank piece of paper all the way through to encoded content, and trains them in these disciplines so that they are able to apply them to their work and make suggestions when planning a shoot.

### Session Timings

3 day course, 10am to 5pm, with one hour lunch break.

### Session Themes (+ summary of content)

- Video compression (how shooting styles affect content)
- Shooting strategies for web-based footage
- Camera techniques
- Practical training on shooting equipment (camera, lighting, sound, and related shooting kit)
- Script development for web video
- Journalism techniques
- Designing a treatment
- Digitising and transferring footage

### Editing (with Final Cut Pro)

- creative editing options (why you would choose a particular edit, not just how)
- how to edit more quickly (FCP tips & shortcuts)
- audio mixing
- colour correcting (e.g. adjusting for exposure)
- fixing problems (e.g. shaky camera footage)
- text Generators and titles

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- transitions and filters
- re-framing for the internet

- Workflows: keeping consistent quality throughout the production process
- Explanation of streaming, different players and codecs
- Encoding to different formats (e.g. web, FLV, H.264, FLV)
- Overview of video in social networks (Youtube, Facebook, MySpace)
- Where to go from here – what you can do with this knowledge

## Expected outcomes for the participants

Participants will:

- learn how certain camera and shooting techniques affect the look and compression of video files
- operate a camera and learn how to shoot with a view to web distribution
- learn how to edit on Final Cut Pro
- gain a basic understanding of sound editing, effects and generating text
- prepare their films for distribution on the web
- learn strategies for directing traffic to their content

## Simon Walker - Biography

Simon is an **Apple Certified Final Cut Studio Master Trainer**, and trains industry professionals in editing, motion graphics, colour grading, audio sweetening, DVD and Blu-ray authoring and video compression.

He has been filming, editing, designing & animating short-films, adverts, interactive programs and motion graphics sequences for 15 years, and utilises marketing & branding theory to underpin the visual design approach. He has a post-production studio with capabilities to film and edit, shoot and composite green/blue screen footage and design 2D and 3D animations.

Alongside marketing theory, Simon uses his technical skills to develop information dissemination through such media as Internet, Intranet, DVD, Blu-ray, video and podcasting, and has a grasp on the industry need for using the current technology for reaching target groups.

Simon uses his real-world production experience to write, edit and produce custom training packages for the media industry (including: **Video Encoding & Compression**, **Shooting for the Web**, **Re-purposing Content for Multiplatform** and **Motion Graphics for FCP editors**),