

Whether you're a freelancer, small business owner, or a scrappy non-profit, creating engaging videos is how you connect with your audience and build trust and authority in your field. In this course, over 3 classes, students will learn how to make a professional video with resources they already have. We will explore the elements that make an effective online marketing campaign and how to plan, produce, and distribute a value-based 'brand story 'using a mobile phone and free resources.

Bonus Readings: (recommended but not required)

"Building a Story Brand," by Donald Miller.

"Launch," by Jeff Walker

### Class 1: Pre-production

#### **Discussion**

Marketing strategy; elements of an effective campaign and how to create a customer journey. Telling your Brand Story. Value based messaging template (V.P.S.A.).

#### **Workshop**

Script and storyboard a 'Brand Story' (V.P.S.A). Complete a distribution plan.

#### **Homework**

Create a V.P.S.A script/storyboard for your brand.

### Class 2: Production

#### **Discussion**

5 facets of professional video production; settings, location, sound, lighting, and framing. Capturing beautiful b-roll.

#### **Workshop**

Film V.P.S.A. script & b-roll.

## Class 3: Post-production

### **Discussion**

Social media video requirements and tips. Free editing software and resources.

### **Workshop**

Edit V.P.S.A. Brand Story; organizing and importing footage, creating thumbnails, choosing music, building timeline, and export settings.