

<b>TRAINING PROVIDER:</b>	
<b>Singapore Professionals' And Executives' Cooperative Limited</b>	
<b>COURSE INFORMATION:</b>	
Course Title	<b>Video Editing Skills for Daily Social Media Engagement</b>
Course Duration	1 day (7 hours / 9am to 5pm)
<b>COURSE OUTLINE:</b>	
<b>Course objectives</b>	By the end of this course, participants will be adept at creating, producing, editing, and providing quality feedback on professional-quality videos tailored for social media, using different formats and tools such as CapCut or Canva. This will enable them to enhance their online presence and effectively engage with their audience.
<b>Topics Covered:</b>	<ol style="list-style-type: none"> <li><b>1. Content Planning:</b> <ul style="list-style-type: none"> <li>o Identifying content goals and objectives</li> <li>o Researching relevant topics and trends</li> </ul> </li> <li><b>2. Target Audience:</b> <ul style="list-style-type: none"> <li>o Understanding audience demographics and preferences</li> <li>o Tailoring content to meet audience needs</li> </ul> </li> <li><b>3. Content Construction:</b> <ul style="list-style-type: none"> <li>o Structuring content for clarity and impact</li> <li>o Integrating key messages and calls-to-action</li> </ul> </li> <li><b>4. Storyboarding and Design:</b> <ul style="list-style-type: none"> <li>o Creating visual plans for videos</li> <li>o Mapping out scenes and transitions</li> </ul> </li> <li><b>5. Principles of Art in Design and Photography:</b> <ul style="list-style-type: none"> <li>o Applying design principles to video creation</li> <li>o Understanding composition, lighting, and color theory</li> </ul> </li> <li><b>6. Video Production and Editing:</b> <ul style="list-style-type: none"> <li>o Shooting high-quality footage</li> <li>o Using editing software like Adobe Premiere Pro, CapCut, and Canva</li> </ul> </li> <li><b>7. Video Publishing:</b> <ul style="list-style-type: none"> <li>o Exporting videos in optimal formats for social media platforms</li> <li>o Scheduling and posting videos</li> </ul> </li> <li><b>8. IMDA Policy:</b> <ul style="list-style-type: none"> <li>o Understanding Infocomm Media Development Authority regulations</li> <li>o Ensuring compliance with digital media guidelines</li> </ul> </li> <li><b>9. Code of Ethics and Comments:</b> <ul style="list-style-type: none"> <li>o Ethical considerations in video creation and sharing</li> <li>o Managing and responding to audience feedback</li> </ul> </li> <li><b>10. Tracking and Monitoring:</b></li> </ol>

	<ul style="list-style-type: none"> <li>o Analyzing video performance metrics</li> <li>o Using insights to refine and improve content</li> </ul>
<p><b>Learning Outcome</b></p>	<p><b>Skills Transfer:</b></p> <ul style="list-style-type: none"> <li>• <b>Advanced Video Editing Skills:</b> <ul style="list-style-type: none"> <li>o Gain proficiency in industry-standard video editing software such as Adobe Premiere Pro, CapCut, and Canva, which are highly sought after by employers.</li> </ul> </li> <li>• <b>Content Creation and Optimization:</b> <ul style="list-style-type: none"> <li>o Learn to create high-quality, engaging videos tailored for various social media platforms, a valuable skill in digital marketing, advertising, and content creation roles.</li> </ul> </li> </ul> <p><b>Employability:</b></p> <ul style="list-style-type: none"> <li>• <b>Increased Job Opportunities:</b> <ul style="list-style-type: none"> <li>o Enhance your resume with practical video editing and content creation skills, making you a strong candidate for roles in social media management, digital marketing, and multimedia production.</li> </ul> </li> <li>• <b>Competitive Edge:</b> <ul style="list-style-type: none"> <li>o Stand out in the job market with the ability to produce professional-grade video content, a skill that is increasingly in demand as businesses focus on video marketing.</li> </ul> </li> </ul> <p><b>Entrepreneurial Skills:</b></p> <ul style="list-style-type: none"> <li>• <b>Building a Personal Brand:</b> <ul style="list-style-type: none"> <li>o Utilize video editing skills to create compelling content that promotes your personal brand or business, attracting more clients and opportunities.</li> </ul> </li> <li>• <b>Content Monetization:</b> <ul style="list-style-type: none"> <li>o Learn how to create and optimize videos for platforms like YouTube and Instagram, potentially leading to revenue generation through ads, sponsorships, and partnerships.</li> </ul> </li> <li>• <b>Digital Marketing and Business Development:</b> <ul style="list-style-type: none"> <li>o Develop strategic planning and business development skills through practical projects, enabling you to launch and grow your own business ventures.</li> </ul> </li> </ul>