Keyame Media Video Production Training

2024/2025

4 Modules Total Duration: 4 to 8 Weeks

Equipment: Professional Cameras, Lenses, Lighting Gear, Industry-Standard Editing Software

Module 1: Foundations of Video Production

Week 1: Camera Operations & Setup

Objective: By the end of this week, students should understand how to operate a camera, adjust key settings, and achieve professional-quality video.

Day 1: Introduction to Cameras & Lenses

- **Types of Cameras** (DSLR, Mirrorless, Cinema Cameras, Camcorders, Smartphones)
- **Camera Anatomy:** Buttons, dials, LCD screens, and ports
- **Types of Lenses & Their Uses**:
  - Wide-angle (landscapes, architecture)
  - Standard (versatile, everyday shooting)
  - Telephoto (portraits, wildlife, events)
  - Macro (close-up shots)
  - Prime vs. Zoom Lenses

Hands-on Activity:
  - Handling different cameras and lenses
  - Changing lenses safely

Day 2: Camera Settings & Controls

- **Manual vs. Auto Modes:** Pros and cons of each
- **Understanding Exposure Triangle**: Aperture (f-stop): How it affects depth of field and light
  - Shutter Speed: Motion blur vs. sharpness
  - ISO: Noise control in different lighting
- **Hands-on Activity**:
  - Adjusting settings to get different exposure results
  - Comparing manual vs. auto mode footage

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Day 3: White Balance & Color Accuracy
- Why White Balance Matters: Color temperature (Kelvin scale)
- Preset White Balance Settings (Daylight, Cloudy, Tungsten, Fluorescent, Custom)
- Adjusting White Balance in Different Environments
- **Hands-on Activity**:
  - Shooting the same subject under different white balance settings
  - Using custom white balance for accurate color

Day 4: Frame Rates & Resolution
- **Understanding Resolution** (1080p, 4K, 8K) and how it impacts quality
  - Frame Rates (24fps, 30fps, 60fps, 120fps) & Their Uses:24fps for cinematic look
  - 30fps for TV & online content
  - 60fps+ for slow motion
- **Hands-on Activity:** Recording at different frame rates and analyzing motion smoothness
  - Exporting sample clips to compare quality

Day 5: Practical Camera Setup & Basic Shooting
- **Tripods, Stabilizers, and Gimbals**: Why They Matter
- **Configuring the Camera** for a Real Shoot
- Adjusting exposure, frame rate, and white balance
- Framing a basic shot using the **rule of thirds**

Hands-on Activity:
- Shooting a short clip with proper camera settings
- Reviewing footage as a class

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Week 2: Shooting Techniques & Visual Storytelling

Objective: By the end of this week, students should understand framing, composition, camera movement, lighting techniques, and shooting for different types of content.

Day 1: Framing & Composition Basics

- Rule of Thirds: Aligning subjects for a balanced shot
- Leading Lines: Directing the viewer's eye
- Headroom & Nose Room: Proper positioning for interviews & motion shots
- Symmetry & Asymmetry: Creative framing techniques
- Depth in Shots: Foreground, middle ground, and background usage
- Hands-on Activity:
  - Students practice composing shots using different framing techniques
  - Peer review and feedback on composition

Day 2: Camera Movement & Stabilization

- Types of Camera Movements:
  - Static (Tripod shots)
  - Panning & Tilting
  - Handheld vs. Stabilized shots
  - Tracking & Dolly shots
  - Crane & Drone movements (Introduction)
- How to Use Stabilizers (Gimbals, Tripods, Handheld Rigs)
- Hands-on Activity:
  - Practice shooting smooth handheld and stabilized footage
  - Compare shaky vs. stable footage

Day 3: Lighting Fundamentals for Different Environments

- Three-Point Lighting:
  - Key Light (Main light source)
  - Fill Light (Softens shadows)
  - Back Light (Creates depth & separation)
- Natural Light vs. Artificial Light
- Lighting Modifiers (Reflectors, Diffusers, Softboxes, LED Panels)

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- **Hands-on Activity:**
  - Setting up a simple three-point lighting scene
  - Shooting indoors vs. outdoors and adjusting exposure

Day 4: Shooting for Different Types of Content

- Event Coverage: Capturing moments, maintaining focus
- Interviews: Proper framing, audio considerations, lighting setup
- Creative Projects: Music videos, short films, storytelling techniques
- Corporate & Business Videos: Professional look, clean framing
- Hands-on Activity:
  - Split students into teams to shoot short clips in different styles

Day 5: Practical Shooting Session & Review

- Students apply all techniques learned in a real shooting scenario
- Small group assignments:
  - One team records an interview
  - One team shoots an event-style sequence
  - One team creates a short cinematic story
- Class Review: Watching and analyzing each team's work for feedback

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Module 2   2024/2025

Week 3: Editing Workflow & Fundamentals

Objective: By the end of this week, students should understand how to organize video footage, edit sequences effectively, and add audio for impactful storytelling.

Day 1: Introduction to Video Editing Software & Workflow

Topics Covered:

- Overview of industry-standard editing software (Adobe Premiere Pro, DaVinci Resolve, Final Cut Pro)
- Editing Workflow:
  - Importing & organizing files
  - Understanding project bins and timelines
  - File formats and resolutions (MP4, MOV, ProRes, etc.)
- Hands-on Activity:
  - Importing raw footage into Premiere Pro
  - Organizing files into bins (Footage, Audio, Graphics, Music)

Day 2: Understanding the Timeline & Basic Cuts

Topics Covered:

- Timeline Basics:
  - Video tracks & audio tracks
  - Working with multiple clips
- Types of Cuts:
  - Hard Cut: Simple transition between clips
  - Jump Cut: Skipping unnecessary parts for a faster pace
  - L-Cut & J-Cut: Overlapping audio for smooth transitions
- Hands-on Activity:
  - Arrange clips on the timeline and experiment with different cuts
  - Create a 30-second rough cut

Day 3: Adding Audio & Music for Impact

Topics Covered:

- Types of Audio Elements:
  - Dialogue, Background Music, Sound Effects (SFX)
- Adjusting Audio Levels & Keyframes
- Using Background Music to Enhance Emotion

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Hands-on Activity:

- Import and layer background music
- Adjust volume levels to balance dialogue & music

Day 4: Transitions & Basic Effects

Topics Covered:

- Using Transitions Wisely:
  - Cut vs. Fade vs. Cross-Dissolve
  - When to use transitions for storytelling
- Basic Effects in Premiere Pro:
  - Slow Motion & Speed Ramping
  - Stabilizing Shaky Footage
- Hands-on Activity:
  - Apply transitions to a short video
  - Adjust clip speed for slow-motion effects

Day 5: Practice & Review

Topics Covered:

- Finalizing a Simple Video Project:
  - Organizing clips, adding transitions, syncing audio
- Common Editing Mistakes & How to Fix Them
- Hands-on Activity:
  - Students edit a 1-minute sequence using footage provided
  - Class review & feedback

By the end of Week 3, students should be comfortable navigating an editing software, making basic cuts, and adding sound to enhance their videos.

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Week 4: Enhancing Video Quality & Final Output

Objective: By the end of this week, students will understand how to apply visual effects, color correction, and properly export videos for different platforms.

Day 1: Applying Transitions & Visual Effects Tastefully

- Types of Transitions:
  - Cut, Crossfade, Dissolve, Wipe, Slide
  - When to use transitions for storytelling
- Basic Effects:
  - Stabilization for shaky footage
  - Slow-motion & speed ramping
  - Blurs & focus effects for emphasis
- Hands-on Activity:
  - Apply transitions and basic effects to a sample project

Day 2: Introduction to Color Correction & Grading

- Understanding Color Science:
  - Color temperature (warm vs. cool tones)
  - RGB, HSL & color curves
- Basic vs. Advanced Color Grading:
  - Correcting white balance
  - Adjusting brightness & contrast
  - LUTs (Look-Up Tables) for cinematic looks
- Hands-on Activity:
  - Practice correcting a poorly lit video
  - Experiment with LUTs in Premiere Pro

Day 3: Sound Design & Mixing

- Importance of Audio in Video Production
- Cleaning Up Dialogue with EQ & Noise Reduction
- Enhancing Sound with Reverb, Echo, & Layering SFX
- Hands-on Activity:
  - Apply noise reduction to a recorded dialogue

Mix background music with voice narration

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Day 4: Exporting in Various Formats

- Best Export Settings for YouTube, Instagram, TV, and Film
- Bitrate, Resolution, & File Compression Techniques
- Hands-on Activity:
  - Export a video in 1080p & 4K
  - Compare quality differences

Day 5: Final Project Assembly & Feedback

- Students compile a short project using all skills learned
- Peer Review & Instructor Feedback
- Hands-on Activity:
  - Present videos in class for critique
  - Implement suggested improvements

Module 3

Week 5: Mastering the Art of Filmmaking & Drone Operation with daily teaching content.

Objective: By the end of this week, students will learn advanced shot planning, directing, and introductory drone cinematography.

Day 1: Creative Shot Planning & Storyboarding
- How to Plan a Shoot:
  - Writing a shot list
  - Creating a storyboard
  - Choosing the right angles for storytelling
- Hands-on Activity:
  - Plan and sketch a storyboard for a 1-minute short film

Day 2: Directing & Working with a Crew
- Roles on a Film Set: Director, DP, Camera Operator, Sound Engineer
- How to Give Clear Instructions & Manage Talent
- Hands-on Activity:
  - Assign roles & direct a short scene with classmates

Day 3: Advanced Camera Movements & Stabilization
- Creative Camera Movements:
  - Tracking Shots, Dolly In/Out, Crane Shots
- Using Gimbals & Sliders for Smooth Motion
- Hands-on Activity:
  - Shoot a cinematic sequence using movement techniques

Day 4: Introduction to Drone Cinematography
- Understanding Drone Safety & Regulations
- Basic Drone Flight Controls & Camera Settings
- Hands-on Activity:
  - Practice flying a drone and capturing basic aerial shots

Day 5: Shooting a Short Cinematic Sequence
- Students combine filmmaking & drone skills into a final mini-project
- Class screening & constructive feedback session

By the end of Week 5, students will have developed strong filmmaking techniques and basic drone operation skills.

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Week 6: Working with Multi-Camera Setups & Advanced Lighting

Objective: By the end of this week, students will learn how to set up multi-camera shoots, use professional lighting, and work in dynamic environments.

Day 1: Multi-Camera Setup for Dynamic Storytelling
- Why use multiple cameras? (Interviews, live events, films)
- Syncing multiple cameras in post-production
- Hands-on Activity:
  - Set up two or more cameras for an interview shoot
  - Practice switching between angles

Day 2: Advanced Lighting for Cinematic Looks
- Using colored gels & creative lighting for mood
- Working with natural light vs. controlled studio lighting
- Hands-on Activity:
  - Experiment with lighting for different moods (happy, dramatic, suspenseful)

Day 3: Green Screen & Chroma Keying
- How to shoot with a green screen correctly
- Lighting a green screen for easy keying
- Hands-on Activity:
  - Shoot a green screen scene and replace the background in post-production

Day 4: Filming in Challenging Environments
- Low-light shooting techniques
- Working in tight spaces & outdoor conditions
- Hands-on Activity:
  - Shoot in a low-light setting and adjust camera settings for clarity

Day 5: Short Film Challenge
- Students plan and shoot a 2-3 minute scene
- Class screening and feedback session

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Module 4: Advanced Cinematic Techniques & Professional Execution (KES 20,000) – 2 Weeks

Week 7: Professional Editing & Post-Production

🎯 Objective: Refine editing skills with advanced color grading, motion graphics, and special effects.

📌 **Day 1: Advanced Color Grading & Visual Effects**

- Creating cinematic looks with LUTs & curves
- Matching color across different shots
- Applying creative visual effects (blurs, masking, transitions)
- 🛠️ Hands-on: Color grade a sequence to match a Hollywood-style look

📌 **Day 2: Motion Graphics & Special Effects**

- Designing animated titles and lower thirds
- Using After Effects for motion graphics & basic VFX
- 🛠️ Hands-on: Create an animated video title sequence

📌 **Day 3: Editing for Different Platforms**

- Optimizing videos for YouTube, Instagram, and TikTok
- Best aspect ratios & compression settings
- 🛠️ Hands-on: Edit the same video in landscape (16:9) & vertical (9:16)

📌 **Day 4: Multi-Camera Editing & Live Streaming Basics**

- Syncing and switching multiple cameras in post-production
- Setting up a live streaming workflow (OBS, vMix, ATEM Mini)
- 🛠️ Hands-on: Set up a basic live stream & multi-camera edit

📌 **Day 5: Finalizing a Client-Ready Project**

- Polishing the edit with final tweaks & review
- Industry standards for exporting and delivery
- 🛠️ Hands-on: Complete a client-ready project for portfolio use

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Week 8: Business, Legal Aspects & Portfolio Finalization

🎯 Objective: Prepare students for real-world videography work, business, and legal considerations.

📌 **Day 1: Business & Marketing for Videographers**
- Pricing video services (Hourly vs. Project-based)
- Finding clients: Social media, networking, freelance platforms
- 🛠 Hands-on: Create a personal pricing guide & marketing strategy

📌 **Day 2: Legal Aspects of Video Production**
- Copyright laws for music & footage
- Model releases, licensing, and client contracts
- 🛠 Hands-on: Draft a basic client contract & find royalty-free assets

📌 **Day 3: Documentary Filmmaking & Storytelling**
- Interview techniques & framing
- Using B-roll for powerful storytelling
- 🛠 Hands-on: Shoot a short 2-minute documentary sequence

📌 **Day 4: Portfolio Building & Career Guidance**
- Structuring a strong showreel
- Career paths: Freelance, corporate, YouTube, filmmaking
- 🛠 Hands-on: Assemble a portfolio-ready showreel

📌 **Day 5: Certification & Final Project Presentation**
- Students present their final projects
- Certification ceremony & industry networking tips