

Video Editing & Content Production (12 Weeks)

Course Duration: 12 Weeks

Delivery Mode: Online / Blended Learning

Level: Intermediate / Professional

Course Overview:

This course provides a comprehensive introduction to video editing and content production, equipping students with the skills to produce professional-quality videos for social media, marketing campaigns, and online platforms. Students will learn both technical and creative aspects of content production.

Learning Outcomes:

By the end of this course, participants will be able to:

- Use industry-standard video editing software effectively (e.g., Adobe Premiere Pro, Final Cut Pro).
- Plan, shoot, and produce high-quality video content.
- Understand storytelling, visual aesthetics, and audience engagement.
- Edit audio and video for clarity, effect, and impact.
- Optimise videos for multiple platforms including YouTube, Instagram, and TikTok.

Module Breakdown:

Week 1–2: Introduction to Video Production

- Fundamentals of video production
- Camera types, lenses, and shooting techniques

Week 3–4: Storytelling & Content Planning

- Scriptwriting and storyboarding
- Visual storytelling principles

Week 5–6: Video Editing Basics

- Introduction to editing software
- Timeline editing, trimming, and transitions

Week 7–8: Advanced Editing Techniques

- Colour grading and correction
- Motion graphics and visual effects

Week 9–10: Audio & Sound Design

- Sound editing, mixing, and voiceovers
- Using music and sound effects for engagement

Week 11–12: Final Project & Publishing

- Producing a complete video project
- Platform-specific publishing and optimisation

Assessment:

- Practical project submission
- Portfolio development
- Peer review and instructor feedback

2. Entrepreneurship & Startup Development (12 Weeks)

Course Duration: 12 Weeks

Delivery Mode: Online / Blended Learning

Level: Beginner to Intermediate

Course Overview:

This course is designed for aspiring entrepreneurs and startup founders, providing the knowledge and tools to launch and scale a business successfully. Students will learn business planning, funding, marketing strategies, and operational management.

Learning Outcomes:

By the end of this course, participants will be able to:

- Identify viable business opportunities and validate ideas.
- Develop a comprehensive business plan and strategy.
- Understand funding options including bootstrapping, angel investors, and venture capital.
- Apply effective marketing, sales, and digital strategies to grow a startup.
- Manage business operations, teams, and financials efficiently.

Module Breakdown:

Week 1–2: Introduction to Entrepreneurship

- Characteristics of successful entrepreneurs
- Idea generation and opportunity identification

Week 3–4: Market Research & Validation

- Conducting market analysis
- Customer discovery and validation techniques

Week 5–6: Business Planning & Strategy

- Writing a business plan
- Defining vision, mission, and value proposition

Week 7–8: Funding & Financial Management

- Funding options and investor pitching
- Budgeting, cash flow, and financial projections

Week 9–10: Marketing & Sales Strategies

- Branding, digital marketing, and social media
- Sales techniques and customer acquisition

Week 11–12: Launch & Growth

- Launch strategy and MVP (Minimum Viable Product)
- Scaling, operations management, and growth strategies

Assessment:

- Business plan submission
- Pitch presentation
- Case studies and practical assignments