

# InFocus Video Workshops

1-day filming & editing training.  
100% tailored to your workplace.



# Video is...

- **A powerful form of communication.**
- **Dominating online platforms.**
- **Easier & cheaper than ever before to make.**







# About the day

Our 1-day filming and editing workshop will leave you confident to start creating your own high-quality videos.

The entire day is personalised to your goals. You tell us the videos you want to make and we'll show you how.

In the morning we'll use your DSLR or smartphone to practice filming a short video. In the afternoon we'll learn how to edit together your footage with Filmora or Adobe Premiere Pro. You'll have the chance to test additional equipment for your videos.

Not at a workplace? [View our 1-1 training delivered online.](#)





# What you'll learn

## ○ **Filming**

Easy to follow techniques to record professional footage. DSLR manual settings, recording audio, setting up lights, auto-focus, exposure, frames per second, filming interviews & more.

## ○ **Equipment**

Learn how to use your gear. Use affordable equipment to take your videos to the next level. Lights, microphones, gimbals & more.

## ○ **Editing**

Use Filmora or Adobe Premiere Pro to create beautiful videos. Set-up your project, cut your footage, add music, titles, colour correction and practical effects to your videos.

## ○ **Video strategy**

Develop your plan for video content. Learn about current trends and the best way to take advantage of video in 2023.





# Filming

## ○ **Camera settings**

Understand the manual settings of your DSLR. Achieve clean shots with the correct exposure, focus, depth of field and audio levels.

## ○ **Sound**

Often the biggest problem! Learn how to capture clean audio with lapel microphones. Sound is just as important as your video.

## ○ **Lighting**

An easy way to bump up the quality of your video. Learn how to use affordable LED panels to make your talent shine. Give your videos a more cinematic feel. Understand how to make use of natural lighting.

## ○ **Interview/piece-to-camera**

The cornerstone of most videos. Set-up an interview or piece-to-camera with the correct framing, audio and lighting. Learn how to conduct an interview and the best techniques for getting the most out of your talent.

## ○ **Filming techniques**

Learn the 3 steps for capturing nice shots in any scenario. Focus on filming overlay or 'B-roll' footage to complement your interview/piece-to-camera. Learn about camera movement, framing, depth and shot sizes.





# Editing

## Learn to quickly edit videos with Filmora or Adobe Premiere Pro.

- How to set-up your project.
- Organise and import your footage.
- Cutting interviews to tell a story.
- Trimming and selecting B-roll.
- Choosing music (and where to find it).
- Adding titles and graphics.
- Cutting and polishing audio.
- Colour correction and colour grading.
- Keyboard shortcuts to speed-up your workflow.
- Exporting in the best quality ready to share online.



# Equipment

It can be overwhelming to know where to start with video equipment.

We'll teach you what you need (and don't need) and how to use your equipment to make your videos look professional.

We'll practice on the day with different types of camera, audio and lighting gear relevant to your videos.

We strongly believe that you don't need expensive equipment to create great content.



# What people say



**Tanya Chil**

Queensland College of Teachers

This was the most outstanding professional development I have ever done. It was practical and we learnt an enormous amount in a short amount of time – and it was fun. I could not recommend this workshop enough.



**Scott Mullins**

Leukaemia Foundation

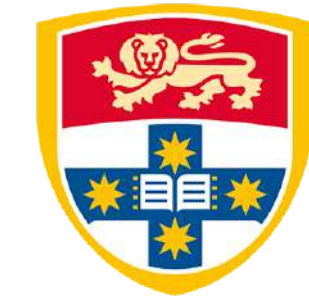
Xavier came in and delivered an informative, interactive & no-fuss workshop for the Leukaemia Foundation's brand & marketing team. The skills, tips and tricks he's passed on are proving to be invaluable to us.



**Rebecca Watson**

Health and Wellbeing QLD

I came to the workshop with no real experience in videography. By the end of the day my colleagues and I had filmed & edited a great short video. It was incredibly practical & highly tailored to our workplace's needs.



THE UNIVERSITY OF  
**SYDNEY**

**Matthew Edwards**

The University of Sydney

This was a hands-on workshop that was effectively tailored to our industry and audience. By the end of the day I felt ready to apply everything we learnt during the workshop for our own videos.



[Read over 100+ testimonials](#) ★★★★★





## Save money

No more hiring a videographer each time you need a video.

## Share more videos

Videos are now crucial for any business or organisation. Consistency is king.



## Communicate

Video is arguably the most powerful form of online communication. Reach your audience in new ways.

## Achieve goals

Incorporating video into your online strategy results in significant success. [The statistics talk.](#)



Video on social media generates **1200% more shares** than text & image content combined.



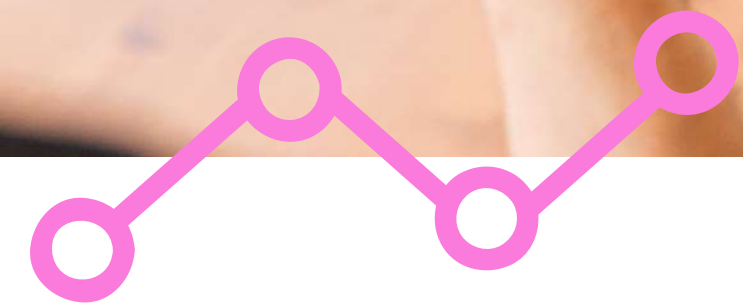
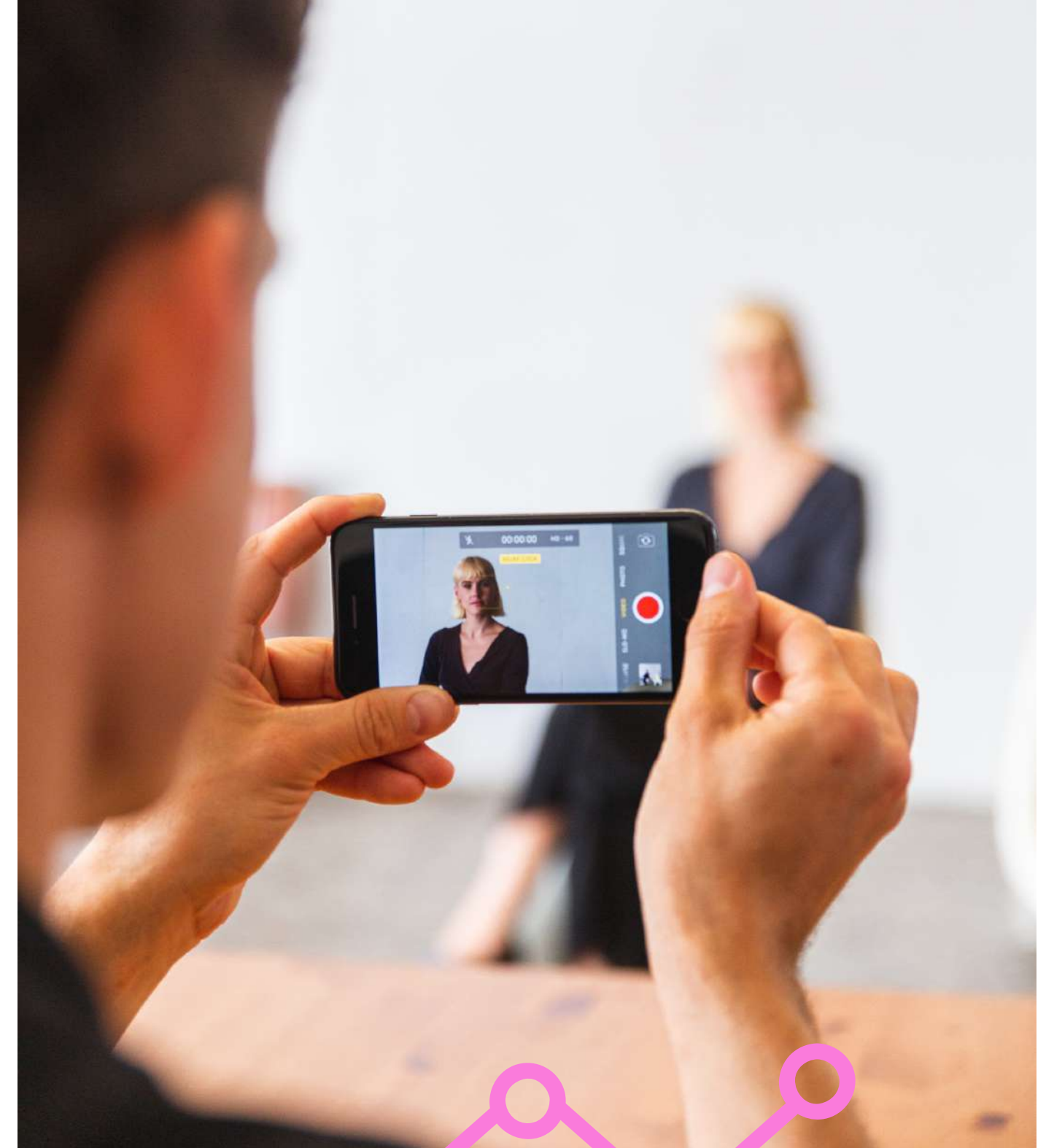
Users spend **88% more time** on a website with video.



**80%** of people **prefer videos over written text.**



A website is **53 times more likely** to reach the front page of Google if it includes video.



2023 video trends & statistics.







# Your teacher

Xavier is a senior-school film & TV teacher and professional videographer.

In his 8 years of filmmaking, Xavier has made documentaries, travel films, music videos and marketing videos for brands such as The University of Queensland, Lorna Jane and Queensland University of Technology.

[View Xavier's work](#)







# The costs

**Our workshops are delivered 1-1 or as a small group from your organisation.**

One-on-One: \$1290

Group (2-3 people): \$890pp

Group (4-8 people): \$650pp

The 1-day workplace training includes personalised equipment advice, after-course support, ongoing video feedback, and a personalised video cheatsheet and video editing tutorial.

**Choose your date & book online.**



# FAQs

## **Is your course suitable for beginners? Do I need prior experience?**

Our videography courses are entirely personalised to you. Whether you're a complete beginner or have already started filming and editing, you'll be guided through a step-by-step process suitable to your skill level. You don't need to worry if you haven't used a camera or edited before.

## **How do I book?**

Our workshops are 1-1 and run on a bookings basis. Simply pick a date of your choice. Generally we require around 2 weeks notice in advance. We'll ask you to provide some examples of the types of videos you'd like to create.

## **What else is included in your video making course?**

We cover a lot of content on the day and want to ensure you're set-up to continue your video making journey. Your workshop gives you access to us for ongoing support and feedback on your videos. You'll be provided with our own YouTube video editing tutorial with the exact workflow that we teach you in Filmora or Adobe Premiere Pro. You'll also be provided with a personalised cheatsheet document that includes everything we covered in your workshop.

# FAQs

## **Can I use my own equipment?**

Yes, you can bring your own DSLR, smartphone, tripod, lights, microphones etc. We will show you how to use it. Please provide a complete list of your camera gear when booking.

## **What if I don't have equipment?**

If you don't currently own any equipment – no problem! We'll provide our own equipment for you to use on the day. This will help you decide what to purchase in the future. If you wish to invest in equipment before the workshop then get in touch for some recommendations. A tripod and microphone are essential pieces of equipment to start with.

## **What requirements do I need at our workplace?**

We require a meeting room for the day with a screen and HDMI connection to share our laptop. We will also need to a suitable area to break off and practice filming interviews and b-roll footage.



# FAQs

## How does the practice video work?

For the practice video we ask you to provide an idea for a short and simple video that is relevant to your team. We will usually practice filming an interview and capturing 'b-roll' footage to compliment the interview.

## What else do I require for the workshop?

For the video editing we will learn on Filmora or Adobe Premiere Pro. For Adobe, please check the [recommended system requirements](#) to ensure your laptop is suitable for editing.

For filming you can either bring your smartphone or any camera that you already own. For larger groups it's best that everyone has their own device to capture footage. You will also need:

- Headphones for audio editing.
- A computer mouse if you usually use one.
- Your equipment charged and ready with memory.
- A list of questions and topics you wish to focus on.
- BONUS – an understanding of how to get footage onto to your laptop (this saves a lot of time!).

# FAQs

## **What is the maximum group size?**

10 people – this ensures all participants are getting the maximum value from our workshops. Please get in touch to discuss group pricing.

## **Do I need my own footage?**

In the full-day workshop we will capture your own footage in the practice filming session. For the editing only class you can either bring your own footage or we'll use some fantastic stock footage provided by Adobe.

## **How do I pay?**

Upon confirming a date you'll receive an invoice for a 20% deposit to secure your booking (refundable up to 72 hrs in advance). The remaining balance can be paid following the workshop. Online card payments are available with a transaction fee.