

Video Production for Commercial Use with Smartphone & AI tools

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

Smartphone can be used as a powerful tool to enable you to create compelling and impactful short videos for commercial use.

In this course, you will learn the foundations in video production and video editing to produce professional, engaging videos directly with your smartphone and unleash the power of AI technology!

Programme code	10014852-07
Date and time	7 & 14 October, 2024 09:30-16:30 (Total 12 hours)
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon
Language	Cantonese
Course fee	HK\$3,200
Target Audience	<ul style="list-style-type: none"> Those who are interested in video/micro movie production or working in video production industry Entrepreneur, marketing and corporate communication practitioners

* Equipment required: smartphone and tablet

Learning Outcomes

Upon successful completion of this training course, students should be able to:

- Understand what video features and applications are available for your smartphone;
- Acquire techniques of text to image AI tools;
- Edit video on your smartphone properly;
- Plan high quality video production project from start to finish.

Course Outline

Date	Activities
Day1: Video Production Fundamental	<ul style="list-style-type: none">• Understand and take advantages of the video features of your smartphone• Demonstrate video accessories for smartphones• Explore the video lighting techniques• Explore the techniques of framing and camera movement
Day2: Video Editing Essentials with AI Tools	<ul style="list-style-type: none">• Prompt creation 101• AI tools: text to image<ul style="list-style-type: none">- ChatGPT (prompt creation)- Lexica (text to image)• Learn the role of audio and sound• Practise InShot Editing skills

A Certificate of Completion will be awarded to participants who have attended 75% or above of the course and passed an assessment.

Esther LUI Video Artist & Founder of Movement Studio

Esther is graduated from the School of Creative Media at the City University of Hong Kong, award winning director. She has extensive experience in video production, training of art and editing. The projects she has participated in include: music video (MV) director of "Supper Moment - Love is Nearby"; producer of "Ian Chan – Got U" ; " Kelly Chen – Piece of You" ...etc.



Enrolment method

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form should be mailed to HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms TAM). Please indicate the course name and course code on the back of the cheque and envelope.

