



YOUNG CREATORS

Bootcamp



SKEED DIGITAL

COURSE TOPICS

KEY LEARNING OUTCOMES WEEKS 1-5.

- THE ART OF CREATIVITY AND VISUAL THINKING
- GIMBLES & GREEN SCREENS
- DRONE PHOTOGRAPHY
- CIRCLING, LOW ALTITUDE, FOLLOWING THE SUBJECT
- STOP MOTION
- SHIFT TILT



COURSE TOPICS

KEY LEARNING OUTCOMES WEEKS 6-8

- VIDEO PRODUCTION
- SCRIPT WRITING
- BRANDING
- COLLABORATION & DEFINING INDIVIDUAL STRENGTHS
- GRAPHIC DESIGN
- CONTENT CREATION
- EDITING
- ONLINE SAFETY



COURSE OUTLINE

WEEK 1

THE FIRST MEETING WILL BEGIN BY COVERING AN OVERVIEW OF FOUNDATIONARY LEARNINGS THROUGHOUT THE TERM.

1. PROMOTIONAL CONTENT
2. MUSIC VIDEO STYLES
3. LIVE ACTION – SPORT
4. ANIMATION – STOP MOTION
5. DOCUMENTARY.
6. SOCIAL MEDIA AND VIDEO PLATFORMS – YOUTUBE, VIMEO, TIKTOK



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COURSE OUTLINE

WEEK 2

GIMBLES & GREENSCREENS

UNLOCK THE SECRETS OF MOVIE-MAKING THROUGH THE EXCITING WORLD OF GIMBALS AND GREENSCREENS! IN THIS HANDS-ON COURSE, KIDS AND TEENS WILL LEARN THE BASICS OF USING GIMBALS TO CAPTURE SMOOTH, CINEMATIC SHOTS AND GREENSCREENS TO TRANSPORT THEMSELVES TO FANTASTICAL WORLDS. THROUGH A SERIES OF FUN AND CREATIVE PROJECTS, STUDENTS WILL GAIN PRACTICAL SKILLS AND UNLEASH THEIR IMAGINATION TO PRODUCE THEIR OWN MOVIE MAGIC.



COURSE OUTLINE

WEEK 3

DRONE PHOTOGRAPHY

EMBARK ON AN EXCITING AERIAL ADVENTURE AS KIDS AND TEENS LEARN THE ART OF CAPTURING STUNNING PHOTOS AND VIDEOS USING DRONES! THIS HANDS-ON COURSE INTRODUCES BUDDING PHOTOGRAPHERS AND FILMMAKERS TO THE BASICS OF DRONE TECHNOLOGY, SAFETY, AND THE CREATIVE POSSIBILITIES OF AERIAL IMAGERY. PARTICIPANTS WILL GAIN PRACTICAL SKILLS THROUGH FUN PROJECTS THAT ALLOW THEM TO SOAR TO NEW HEIGHTS AND DOCUMENT THE WORLD FROM ABOVE.



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COURSE OUTLINE

WEEK 4

STOP MOTION SKILLS

THIS COURSE IS TAILORED FOR BUDDING FILMMAKERS EAGER TO BRING THEIR STORIES TO LIFE THROUGH THE MAGICAL MEDIUM OF STOP MOTION.

PARTICIPANTS WILL DELVE INTO THE ENTIRE FILMMAKING PROCESS—FROM CONCEPTUALIZATION AND SET DESIGN TO ANIMATION AND POST-PRODUCTION—WHILE CREATING THEIR OWN CAPTIVATING STOP MOTION FILMS.



COURSE OVERVIEW

WEEK 5

SHIFT TILT | MINIATURE FAKING

STEP INTO THE WORLD OF VISUAL ENCHANTMENT AS KIDS AND TEENS DISCOVER THE FASCINATING TECHNIQUES OF TILT-SHIFT AND MINIATURE FAKING IN VIDEOGRAPHY. THIS COURSE IS CRAFTED TO INTRODUCE BUDDING FILMMAKERS TO THE ART OF CREATING MESMERIZING CINEMATIC ILLUSIONS. PARTICIPANTS WILL EXPLORE THE MAGIC OF ALTERING PERSPECTIVES AND TRANSFORMING ORDINARY SCENES INTO CAPTIVATING MINIATURE WORLDS THROUGH HANDS-ON PROJECTS.



COURSE OUTLINE

WEEK 6

Ignite

CREATE A BUSINESS, PRODUCT IDEA VLOG OR SERVICE REVIEW FOR TIKTOK, YOUTUBE OR INSTAGRAM.

WE WILL START TO SPEND SOME TIME BRAINSTORMING AND PREPARING A CONCEPT AND STRATEGY FOR THE STUDENTS VERY OWN CONTENT SERIES. THE SERIES CAN BE SPECIFIC TO THE STUDENTS INTERESTS WHICH LEAVES SPACE FOR CREATIVITY. WE WORK ON DETAILING A SCRIPT FOR THEIR VERY FIRST PIECE OF CONTENT FOR THEIR VLOG ; IT COULD BE A BUSINESS IDEA (SHARK TANK STYLE), A PRODUCT ALREADY IN EXISTENCE THAT THEY LOVE AND WANT TO TELL THE WORLD ABOUT (REVIEW STYLE) OR EVEN A STORY CONCEPT DETAILING AN EXPERIENCE THAT HAS SHAPED THEM THAT COULD BE PUT INTO A BRAND WITH VARIED CONTENT PIECES.

EACH STUDENT WILL START PREPARING THEIR OWN VLOG OR CHANNEL DEVELOPING BRANDING CONCEPTS AND HOW TO DEFINE AN ONLINE BRAND/VOICE. THEY WILL LEARN DIGITAL GRAPHIC DESIGN SKILLS BY CREATING THEIR OWN MARKETING MATERIAL THROUGH EASY TO USE AND ACCESS SOFTWARE AND WILL GAIN CONFIDENCE PERFORMING OR PITCHING THE CONCEPT AND BRAND IN FRONT OF PEERS ON SET TO CAMERA.



COURSE OUTLINE

WEEK 7

Develop

PRODUCE THE VLOG AND/OR CHANNEL AND SET OURSELVES UP FOR SUCCESS.

WE FOCUS ON SCRIPT WRITING AND HOW TO TELL AN ENGAGING STORY THROUGH THEIR VIDEO CONTENT AND HOW THAT DIFFERS ACROSS CHANNELS. WE WILL STORYBOARD ALL CONCEPTS AND MAKE SURE EVERYTHING IS READY TO GO. WE WILL ALSO TOUCH ON SOME BASIC MARKETING CONCEPTS FROM META AND PRINCIPLES THAT VIRAL CONTENT CREATORS ARE USING TO PROPEL THEIR CONTENT FORWARD ON TIKTOK AND INSTAGRAM.



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COURSE OUTLINE

WEEK 8

Grow

CONTENT EDIT & LAUNCH.

WE'LL USE PROFESSIONAL EDITING SOFTWARE TO CUT TOGETHER FOOTAGE AND ADD MUSIC, VIDEO EFFECTS AND TRANSITIONS FOR YOUTUBE CONTENT (ADOBE) AND WE WILL WORK THROUGH THE PRINCIPLES OF EDITING DYNAMIC CONTENT THROUGH TIKTOK AND INSTAGRAM NATIVE TO EACH PLATFORM. WE WILL FINALIZE THE BRAND AESTHETIC AND LEARN ABOUT HOW TO USE DIGITAL AND SOCIAL MEDIA TO OUR ADVANTAGE WHILST STAYING SAFE IN ONLINE SPACES.

