



Video Content Creation for Business & Social Media



PRACTICAL VIDEO CREATION SKILLS
USING MOBILE DEVICES AND
BEGINNER-FRIENDLY EDITING TOOLS.



DAY 1 – Video Foundations & Shooting Techniques

Module 1: Introduction to Video Content Marketing

- Why video is essential for business growth
- Types of videos (educational, promotional, testimonial, storytelling)
- Understanding platform formats (Reels, TikTok, Shorts)
- Basic video marketing strategy

Activity: Identify video goals for own business/role

Module 2: Content Planning & Storyboarding

- Script writing basics
- Hook strategies (first 3 seconds)
- Simple storyboards
- Content calendar planning

Hands-on: Create a short video script

Module 3: Mobile Video Shooting Techniques

- Camera setup & framing
- Lighting fundamentals
- Audio recording basics
- Shooting angles & composition
- On-camera confidence

Hands-on: Record raw footage

Module 4: Branding in Video

- Personal vs business branding
- Consistent visual identity
- Logo placement & brand colors
- Call-To-Action techniques



DAY 2 – Editing, Publishing & Optimization

Module 5: Video Editing Basics (CapCut / Canva / Mobile Apps)

- Trimming & transitions
- Adding subtitles & captions
- Background music & sound effects
- Visual effects & filters

Hands-on: Edit own recorded video

Module 6: Creating Scroll-Stopping Videos

- Text overlays
- Thumbnail design
- Engagement triggers
- UGC-style videos

Module 7: Publishing & Platform Optimization

- Best posting times
- Hashtag strategy
- Video descriptions & captions
- Platform algorithms overview

Module 8: Performance Tracking & Content Improvement

- Reading insights & analytics
- Improving retention rate
- Content testing strategies
- Repurposing videos across platforms





Learning Outcomes

Participants will be able to:

- Plan video content effectively
- Record quality videos using smartphones
- Edit videos using beginner-friendly tools
- Create branded content
- Publish videos on major platforms
- Analyze video performance
- Build a simple content strategy

Investment:

Individual

RM2,299

Early Bird

RM1,840

**BUNDLE
(MIN.3 PAX)**

RM1,380





CONTACT US



Office Address :

Level 27 & 28, MVS North Tower, Mid Valley Southkey, 1, Persiaran Southkey 1, Southkey, 80150 Johor Bahru, Johor Darul Ta'zim



Email : hello@thinkboundless.com



WhatsApp : +6017-213 0902



Website : skillsfutureacademy.com

