




# Videography Course

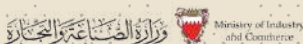
 Leveraging  
Artificial Intelligence



 **descript**  **Peech**

 **Fliki**  **runway**

 **synthesia**  **Visto**



# ▶ Introduction

Get into the future of digital media with our videography course. Over the next **two months**, we'll guide you through an innovative learning experience, equipping you with advanced **skills** to succeed as a **videographer** in today's **social media world**.

With **expert instructors** and a **practical approach**, this course goes beyond the basics. You'll not only learn the art and science of videography but also discover how to integrate **artificial intelligence** to significantly improve your projects.

Whether your goal is to engage **audiences** on TikTok, YouTube, or Instagram, creating compelling **video content** is key to unlocking opportunities in today's visually-driven world.



## Why Videography is the Skill of the Future

As platforms like TikTok, YouTube, and Instagram dominate the digital landscape, the demand for high-quality video content has never been higher. Our course prepares you to create impactful, engaging content that resonates with viewers around the globe.

- *Exposure, ISO, shutter speed, white balance.*
- *Lens selection, aperture, depth of field.*
- *Engaging scripts and storyboards.*
- *Professional camera movements practice.*
- *Editing in Adobe Premiere Pro.*
- *Color grading, special effects.*
- *AI software for editing.*
- *Professional portfolio creation.*
- *Prepare for videography career.*



# Our Values

## Learner-Centric Approach

Our **prime focus** remains steadfastly on our learners, making them the nucleus of our mission.

## Meaningful Contribution

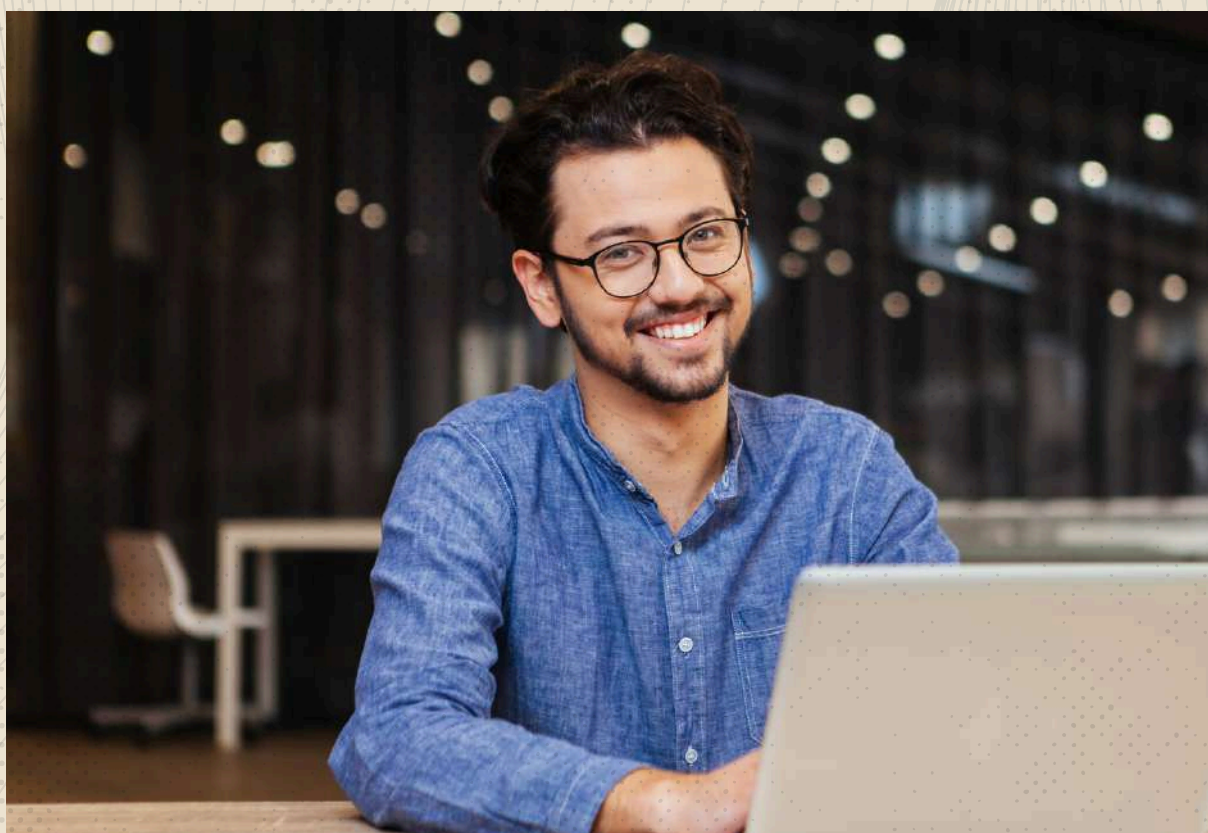
We strive to **shape the future** significantly by nurturing the bright minds that will lead tomorrow.

## Embrace Ambition

We foster grand thinking, encouraging our students to not just dream, but **dream big**.

## AI-Driven Innovation

We empower our students to pioneer change **using AI tools**, fostering creativity and innovation across all disciplines.



## ▶ Is this program suitable for you?

- Anyone age 18 or older wanting to learn new skills.
- Professionals aiming to reskill and remain competitive.
- Students finishing school or university to excel in their field.
- Small business owners enhancing their media presence.
- Large business owners and managers training their teams.

## ▶ Some prerequisites

- Motivation and rigour.
- Basic computer skills
- Laptop
- Autonomy



# The takeaways of this program

- 01** Learn to control camera settings for beautiful, high-quality videos in any lighting condition.
- 02** Use AI tools like Filmora and Descript to streamline editing and enhance video creativity
- 03** Craft engaging scripts and storyboards to tell captivating video stories.
- 04** Learn professional camera movements to add dynamic elements and engage viewers.
- 05** Master both basic and advanced editing skills in Adobe Premiere Pro for high-quality videos.
- 06** Compile your best work into a polished portfolio to attract clients and employers

**THEORY  
FOUNDATION  
ESSENTIALS**



**MODULE 1**

**AI TOOLS  
TECHNOLOGY  
AND PROMPTS**



**MODULE 2 & 3**

**INDUSTRY  
STANDARD  
SOFTWARE**



**MODULE 4 - 9**

**BUILDING  
PORTFOLIO  
AND CAREER**



**MODULE 10 & 11**

## Module 1

# INTRODUCTION TO VIDEOGRAPHY

## PROJECT PROPOSAL - "OUTLINE YOUR PRODUCTION"

Start your videography journey by understanding the three main stages: pre-production, production, and post-production. Acquire essential knowledge to produce compelling video content.

### ► Pre-Production:

Develop your ideas, organize logistics, and draft initial scripts. Explore tools for crafting effective storyboards that ensure your vision and team are aligned.

### ► Exploring Production:

Introduction to editing basics to seamlessly combine your footage into a cohesive narrative. Gain insights into basic color correction and other adjustments.

### ► Delving into Post-Production:

Advance your editing skills to enhance your footage, creating a polished narrative. Further explore color correction and additional adjustments.



## Module 2

# AI SOFTWARE ORIENTATION

## PROJECT PROPOSAL - "CRAFT YOUR CHATGPT PROMPTS"

Discover the fundamentals of artificial intelligence and learn to use generative AI through prompt engineering. This introduction simplifies AI technology for beginners and teaches effective brainstorming with models like ChatGPT.

### ► Understanding AI and Generative AI:

Learn about AI's role as a creative tool that uses extensive data to create new content. We use simple analogies to make complex AI concepts easy to understand.

### ► Introduction to Prompt Engineering:

Learn how to create precise prompts that direct AI tools like ChatGPT to generate specific responses. This skill is crucial for improving content creation and enhancing problem-solving capabilities.

### ► Prompt Crafting Workshop:

Put your skills into practice in a workshop designed to help you create effective ChatGPT prompts. This session aims to achieve specific outcomes and encourage innovative thinking.



## Module 3

# EXPLORING AI IN VIDEOGRAPHY

## PROJECT PROPOSAL - "FILMORA"

Discover AI tools that transform video editing and production, focusing on practical uses with Wondershare Filmora.

### ▶ Introduction to AI Videography Platforms:

Explore various AI video editing tools such as Descript, Runway, and Synthesia, all designed to improve and streamline video production processes with innovative technology.

### ▶ Demonstrating AI Tools in Action:

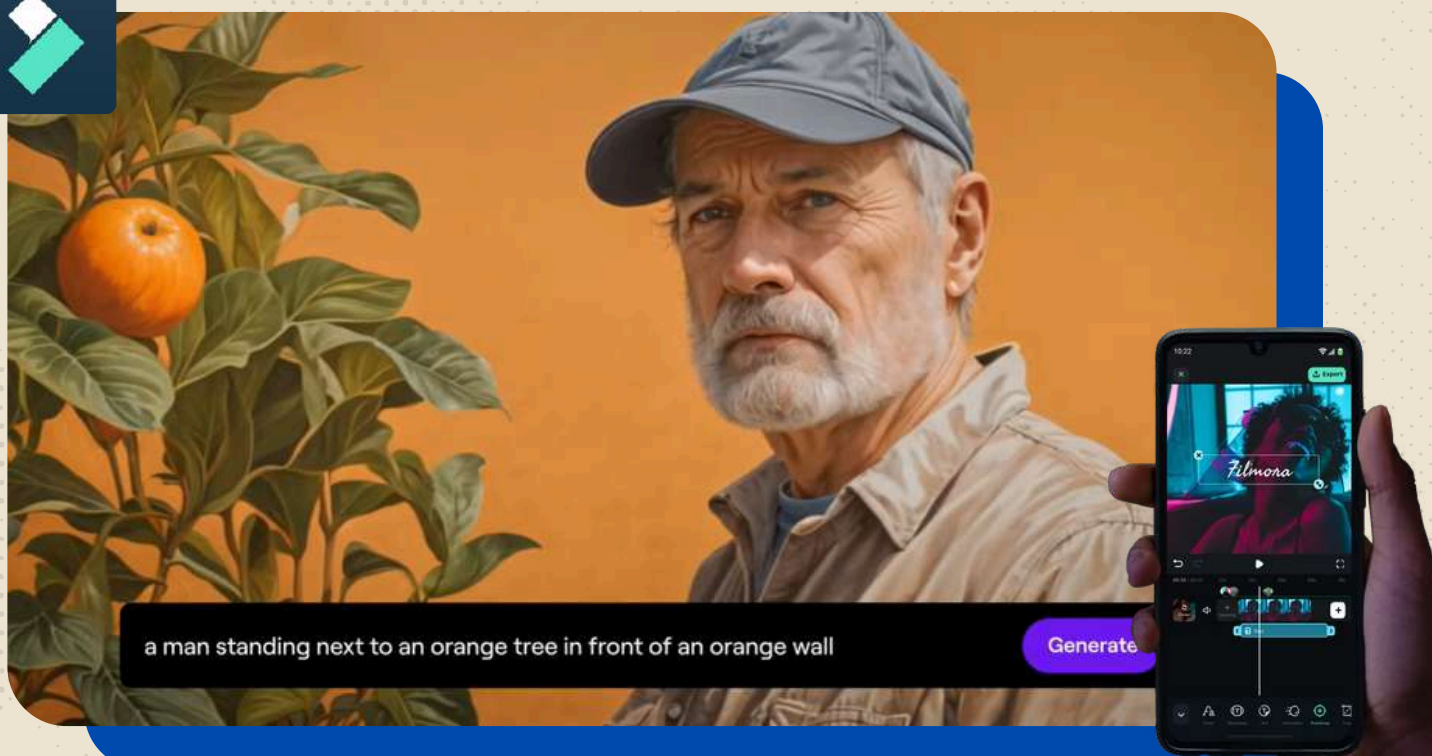
Observe how AI tools expedite the editing process, improve post-production, and help create engaging video openers. Showcases the tangible benefits of AI in filmmaking.

### ▶ Hands-On Project with Wondershare Filmora:

Engage in a practical project using Wondershare Filmora. Learn how to utilize Filmora's AI features to edit and refine video content, showcasing the real-world applications of AI in videography.




 descript
 
 Fliki
 
 Peech
 
 synthesia
 
 runway
 
 Visla



a man standing next to an orange tree in front of an orange wall

Generate



## Module 4

# CAMERA SETTINGS MASTERY

## PROJECT PROPOSAL - "CAPTURE DAY-TO-NIGHT"

Enhance your videography skills by learning to control your camera's settings effectively. This module teaches you how to adjust exposure, ISO, shutter speed, and white balance to achieve stunning visuals in various conditions.

### ► Capture the Perfect Shot:

Gain proficiency in modifying camera settings on-the-fly to suit different lighting environments, ensuring each frame is perfectly exposed.

### ► Hands-On Mastery:

Deepen your understanding of camera mechanics through practical exercises. Learn to intuitively set up your camera for any shooting scenario.

### ► Create Your Visual Signature:

Participate in a project designed to develop your unique style in videography, showcasing your technical skill in using camera settings to their fullest potential.



## Module 5

# EQUIPMENT, LENSES AND APERTURE

## PROJECT PROPOSAL - "FOCUS ON DETAIL"

Dive deep into the world of lenses and apertures to discover how they can transform your storytelling. This module explores the nuances of choosing the right lens and aperture to enhance the narrative impact of your films.

### ▶ **Lens Expertise:**

Gain hands-on experience with a variety of lenses and learn how to select the perfect lens for any scene or effect.

### ▶ **Depth of Field Mastery:**

Understand the relationship between aperture and depth of field to create compelling, focused visuals.

### ▶ **Portfolio Enhancement:**

Complete a comparative project showcasing the dramatic effects different lenses and apertures have on your work.



## Module 6

# SCRIPT AND STORYTELLING PRE-PRODUCTION

## PROJECT PROPOSAL - "MY LIFE IN MINUTES"

The power of storytelling with expert scriptwriting and pre-production planning. Learn to craft compelling narratives that resonate with audiences and bring your videographic visions to life.

### ▶ **Script Crafting:**

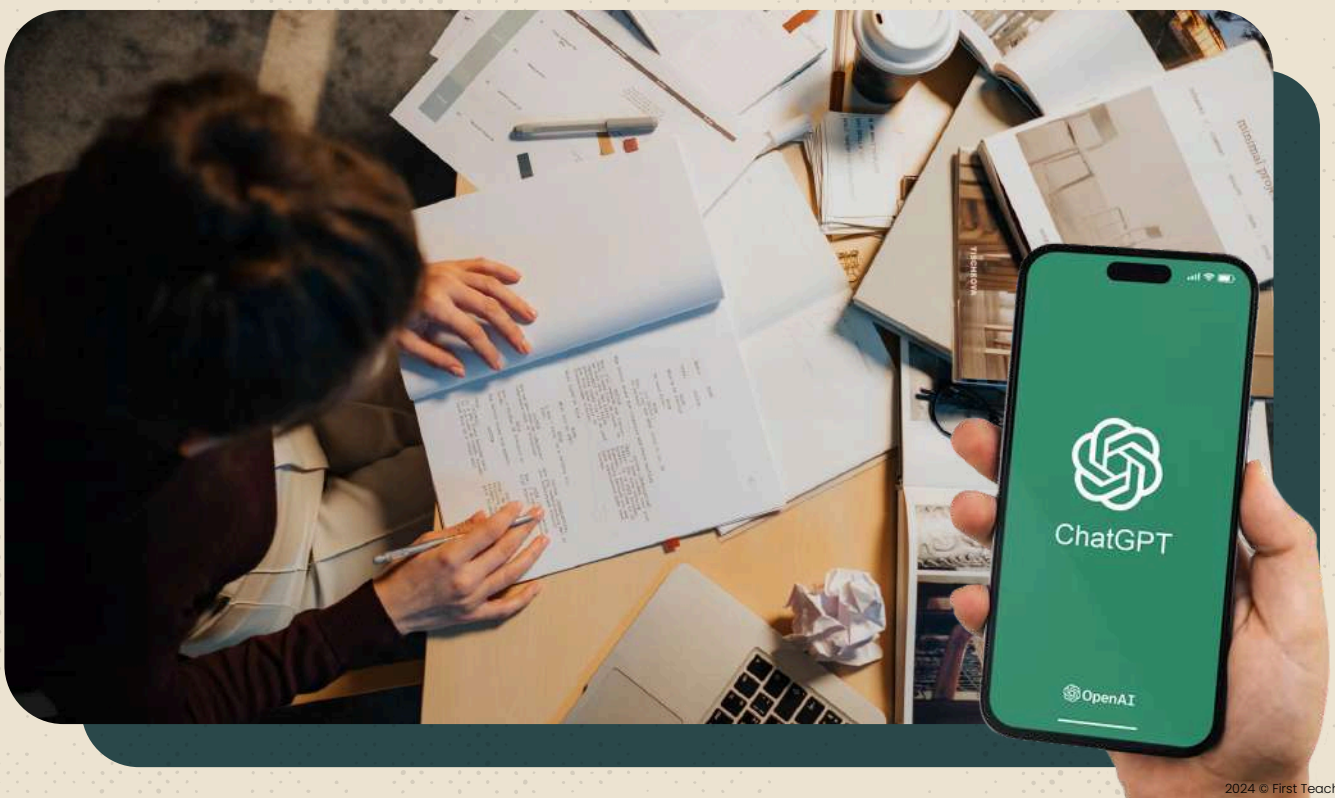
Develop the skills to write engaging scripts that captivate audiences from the first frame.

### ▶ **Storyboarding for Success:**

Transform your scripts into visual storyboards, setting a blueprint for your production.

### ▶ **Narrative Development:**

Create a detailed storyboard as part of your portfolio, showcasing your ability to envision and plan a complete story.



## Module 7

# PRODUCTION CAMERA MOVEMENT TECHNIQUES

### PROJECT PROPOSAL - "MOVE WITH PURPOSE"

Explore dynamic camera techniques to add motion and energy to your films. This module covers essential movements and setups that elevate your production quality and engage your audience.

#### ► **Master Camera Dynamics:**

Learn and practice essential camera movements like panning, tilting, and tracking to bring scenes to life.

#### ► **Cinematic Techniques:**

Understand when and how to employ different camera techniques to enhance your narrative.

#### ► **Action-Packed Filming:**

Execute a mini-project filming a scene that utilizes various camera techniques, ready for professional showcasing.



## Module 8

# POST PRODUCTION - PREMIERE PRO

### PROJECT PROPOSAL - "EDIT YOUR DAY"

Begin your journey into professional editing with Adobe Premiere Pro. This module covers the fundamental tools and techniques for cutting, transitioning, and adding effects to make your footage shine.

#### ▶ **Editing Essentials:**

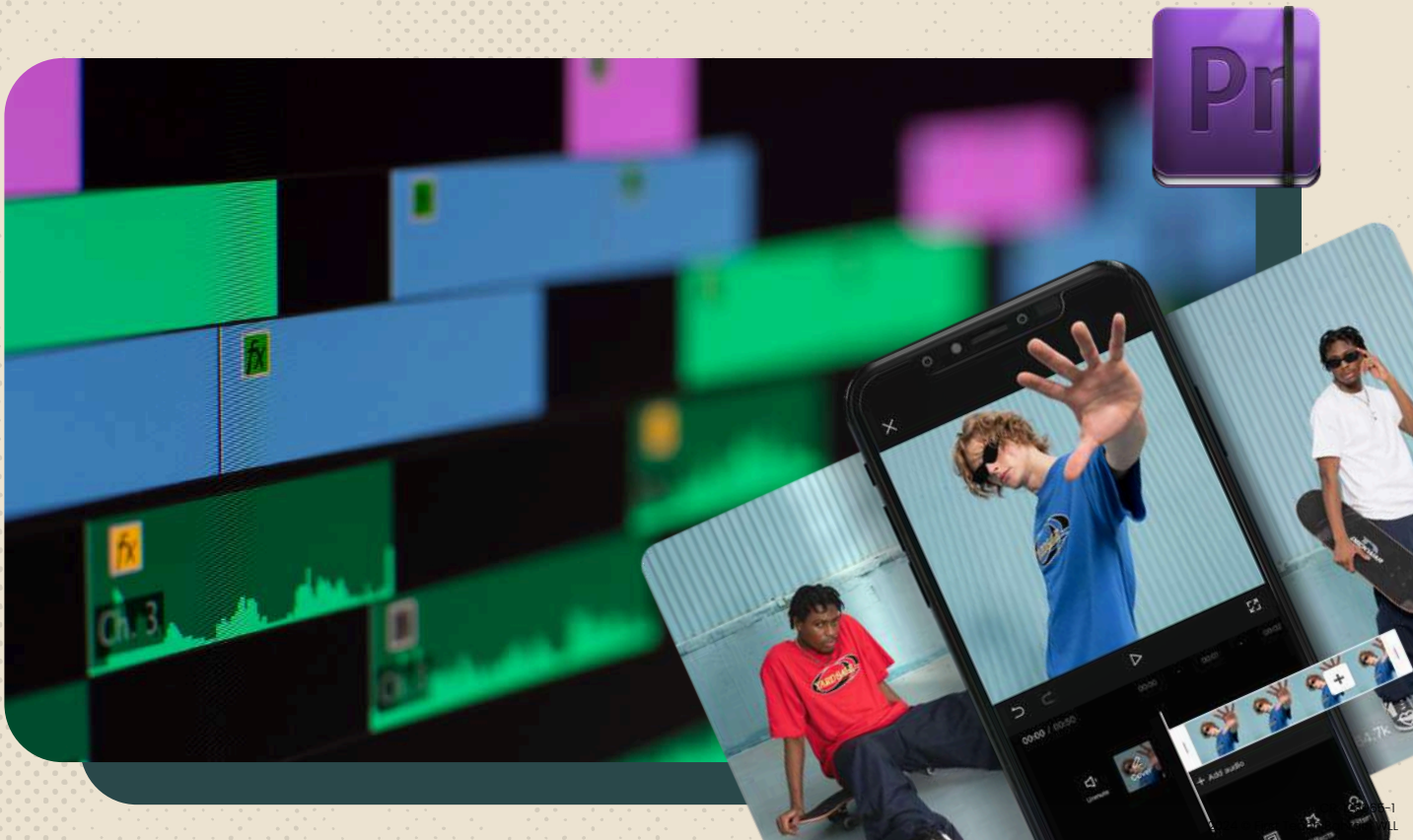
Master the basics of Adobe Premiere Pro to transform raw footage into polished stories.

#### ▶ **Effect Application:**

Learn how to seamlessly integrate transitions and effects that enhance your visual storytelling.

#### ▶ **Showreel Creation:**

Compile a showreel that highlights your editing skills and creativity, a vital piece of your professional portfolio.



## Module 9

# ADVANCED VIDEO EDITING - PREMIERE PRO

## PROJECT PROPOSAL - "CUT TO IMPRESS"

Take your editing skills to the next level with advanced techniques in Adobe Premiere Pro, tailored for both cinematic and social media content.

### ► **Advanced Editing Skills:**

Delve into sophisticated editing techniques including color grading and complex effects.

### ► **Platform Optimization:**

Learn how to optimize your edits for different platforms, ensuring your work is impactful whether viewed on a cinema screen or a smartphone.

### ► **Professional Portfolio Project:**

Assemble a comprehensive final project that demonstrates your advanced editing prowess, ready to impress potential clients or employers.



## Module 10

# BUILDING THE PORTFOLIO

## SHOWCASES YOUR WORK - "CINEMATIC PORTFOLIO SHOWCASE"

Cap off your videography training by compiling and refining your projects into a professional portfolio that showcases your comprehensive skills and creativity.

### ▶ Objective:

Turn your projects into a professional portfolio that highlights your videographic prowess to potential clients and employers.

### ▶ Digital Platform Setup:

Establish your presence online with captivating profiles that make your work stand out and capture attention.

### ▶ Main Video Compilation:

Create a master video that showcases your journey and skills, set to a dynamic soundtrack, making your portfolio unforgettable.



## Module 11

# CAREER COUNSELING

## PROFESSIONAL PATHWAY PLAN

Empower your career transition with targeted guidance on job preparation, entrepreneurship, and freelancing to maximize your professional opportunities in videography.

### ▶ Objective:

Equip yourself with the essential tools and knowledge to excel in the job market, launch your own business, or succeed as a freelancer.

### ▶ Preparing for a Job:

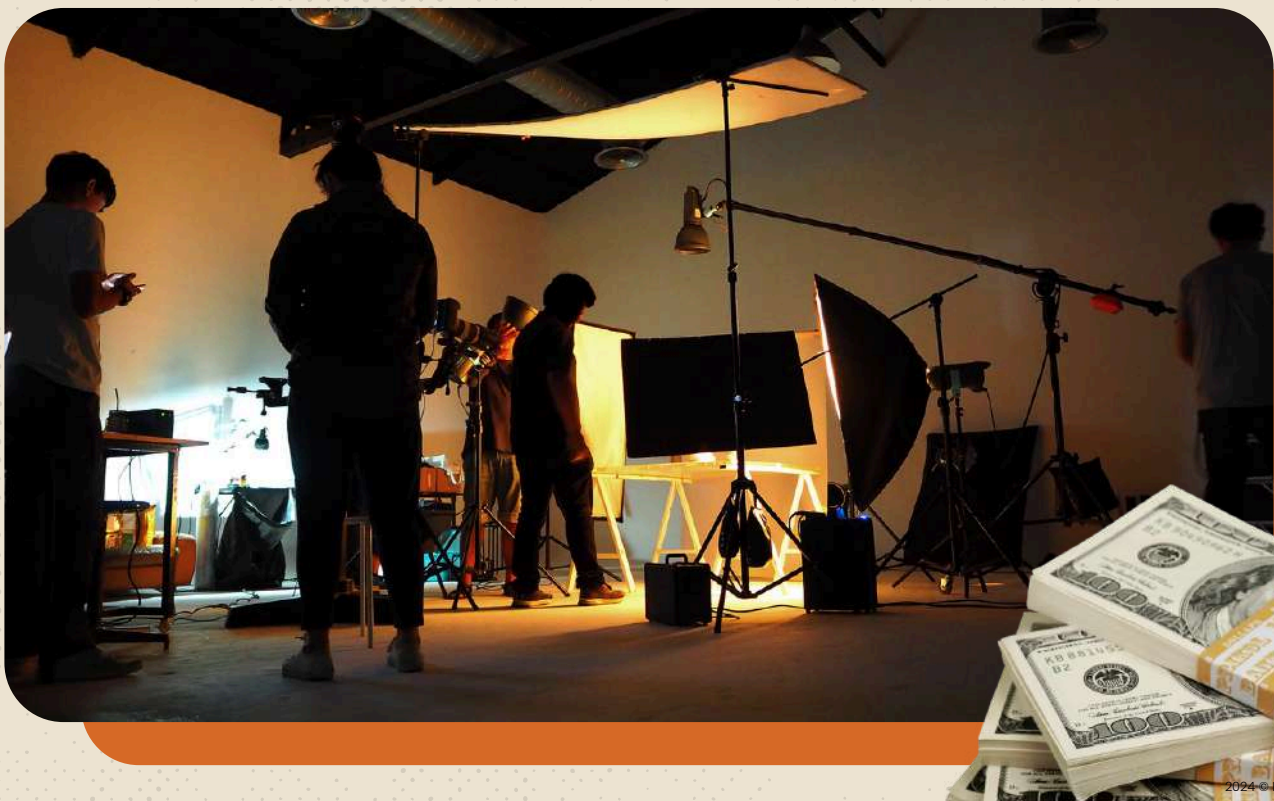
Master resume building, interview techniques, and networking strategies to enhance your employability and personal brand in the competitive videography industry.

### ▶ Becoming an Entrepreneur:

Dive into business planning, perform market analysis, secure startup funding, and manage your business effectively to turn your videography passion into a profitable venture.

### ▶ Finding Freelance Projects:

Develop a standout freelance portfolio, learn client acquisition tactics, master contract negotiation, and manage your projects efficiently to build a successful freelance career.







GRAPHIC DESIGN

# CREATE BAHRAIN

TEACH BAHRAIN



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# Your Portfolio Journey

Remember, your portfolio symbolizes your dedication, resilience, and creativity. We at Create Bahrain eagerly await the extraordinary story you'll weave. Your portfolio is more than a collection—it's your launchpad for global influence. Join us in this memorable journey!



Webpage with  
[www.createbahrain.com](http://www.createbahrain.com)



## Local Certificate Recognition

This certificate, while validating your skills and efforts, also amplifies your career prospects, giving you a competitive edge in the local job market. Let's reach for excellence together with Create Bahrain.



How can you attend the courses?



# DELIVERY METHODS



## ONE-ON-ONE PRIVATE CLASSES

Tailored instruction that meets your unique learning curve.



## GROUP CLASSES

Collaborative and interactive, harnessing the power of collective intelligence.



## WORKSHOPS & SEMINARS

Intensive sessions focusing on specific skills or projects.

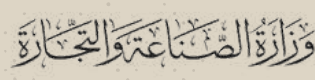


## FAST CRASH COURSES

Condensed learning for professionals on the move, delivering essential skills swiftly and effectively.



## OUR CREDENTIALS

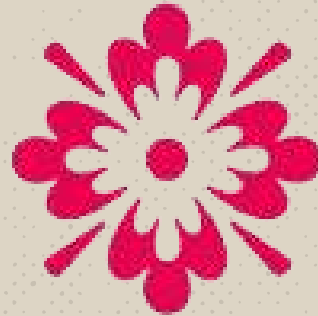


Ministry of Industry  
and Commerce

## OUR CLIENTS

'TORAY'

ARCAPITA



My Café



مدرسة ابن خلدون الوطنية  
Ibn Khuldoon National School



**Marilia L M**

3 reviews



★★★★★ 2 months ago

Amazing experience at Create Bahrain. Attended a private course to learn Sketchup and it was the best investment I've done on myself. Definitely recommended



**Pauline Marcombe**

2 reviews



★★★★★ a month ago

Highly recommend!



**Jasmine McDuffe**

2 reviews



★★★★★ 3 months ago

I am thankful for Mr.Stoyan. He took the time to assist me with my music videos, which goes towards what we are building in my music career. He even taught my videographer a lot of industry standard practices so our videos can be professional. He avails himself when needed and I recommend any videographer or photographer in Bahrain to take his class. He is a patient teacher and he will get you to your desires goals.



**Jumana Alderazi**

9 reviews



★★★★★ 3 months ago

I attended the Revit rendering workshop and was able to learn new techniques.



**Kenneth Cosare**

2 reviews



★★★★★ 3 months ago

It's been wonderful in these past few months of being in photography class of our instructor, Mr. Stoyan. I was able to learn a lot of things that helped me grow in being a good photographer. Create Bahrain is a recommended one 🙌🔥



**Mohamed Al Khaja**

2 reviews · 1 photo



★★★★★ 3 months ago

As part of the Revit Workshop, it helped me learn so much about how to create visualization in Enscape and other plug-ins, our instructor Fatima was so helpful in allowing us to explore our projects



**Fahad Al Mannaei**

1 review



★★★★★ 3 months ago

I have approached Create Bahrain for a Web Development Course so i can improve my skills in that field.

I can pretty much say that their courses are very comprehensive, professional and very flexible as you have the ability to focus on more important topics to make sure you have the best understanding of the desired subjects.

Highly recommended for anyone who is looking for professional staff to help you improve your skills in what interests you.



**Waleed Saeed**

2 reviews



★★★★★ 3 months ago

I enjoyed my time with createbahrain the instructors are active and fun to be around



**Laura P**

4 reviews



★★★★★ 3 months ago

Very informative classes. The instructors are very knowledgeable and helpful. I have learnt so many mind blowing things about photography. The staff is always quick to response to questions. If you want to learn about photography, this is the place to go. Thank you Create Bahrain for making this a fun experience.



**Shawn Valentino**

6 reviews · 2 photos



★★★★★ 8 months ago

Amazing institute proper setting for learning with the best instructors you can find in Bahrain. Instructor Stoyan is the best instructor u can find for graphic design, videography and even photography. I have been to other academys and they were trash but nobody teaches like they do in CreateBahrain.



**Younis Shehab**

1 review



★★★★★ 3 months ago

10/10 experience really enjoying the course and the atmosphere there would recommend

**MORE ON OUR SOCIAL**





# Do you have questions about our packages?

**Don't worry, we're here to help!**

Call us to discuss these packages!  
Chat with us on [WhatsApp](#).

 **3349 3981**

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BAHRAIN**  
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