

Masterclass Video Messaging

Learning objectives

- Be able to list the different types of video messages and decide which are most appropriate for a given purpose.
- Know how best to prepare for video messages and be able to apply this knowledge in new situations.
- Know the specific requirements for a video message and be able to meet them in new situations.
- Be able to use different technological tools for distributing video messages.
- Be able to apply techniques such as placement, gaze, use of voice and movements in the specific context of a video message.
- Know how green screen technology works.
- Be able to record video messages naturally, using green screen technology.
- Know and avoid the most common mistakes and challenges related to delivering video messages.

Duration

Theory: 2 hours.

Practice: 1 day.

Didactic teaching methods

Theory: online video lessons and a final quiz.

Practice: classroom session, group work, application of different roles in practical video recording.

Admission requirements

The certificate of the course "Executive Storytelling - Core Module - Practice" must be obtained.

Evaluation

Overall final assessment by the teacher who determines whether the intended learning objectives have been sufficiently achieved.

Number of participants

3 to 6

Credits

3

Language

English

Teacher

Marc Lambotte