

Shoot & *Cut*

LEARN HOW TO CREATE VIDEO CONTENT WITH



**URBANCROFT
FILMS**

Want to learn how to make your own content?

Urbancroft Films is a multi award-winning film production company producing high-quality film content for brands big and small, and for screen and broadcast. Our Shoot & Cut for iOS workshops are designed to help organisations utilise their phones as a powerful filmmaking tool for creating regular content, particularly for social.

We deliver hands-on training sessions that introduce filming and editing on iPhone or iPad. The workshops include content to consider, camera operating, sound, filming conditions, and interview techniques.

Training can be delivered for individuals or small groups of up to six with ongoing support options available as required.

By the end of the training, you will know how to plan, record, and edit your own film – equipped with a foundation of knowledge that will allow you to feel more confident when creating video.

We also offer a follow up course that delves deeper into content creation.

“The Urbancroft Films team were super friendly and there to answer all our questions, show us how to make our film content look more professional, and help us understand the technical parts.” - Carewatch





Approach

The training is led via practical demonstration and video tutorial.

In the first part of the session, you will follow along on your iOS device, learning how to use its functions and about composition, lighting, and sound.

This will be followed by a hands-on activity, where you will be tasked with planning and filming your own content with the support of our team. Not only is this useful for developing practical skills, but it results in a finished film for you to use at the end of the workshop.

The final part of the session focuses on editing, titling, and exporting videos.

This course is specifically for iPhone & iPad for use with the latest version of the free app iMovie. All that is required from you is any equipment you already have, along with an iOS device.

Following the session, you will be provided with resources to look back on and contacts from our team, if you ever require further support.

“Great training – we had fun while learning useful tips and skills we can actually use on social media. We plan to use the training to diversify our content and increase our video output.” - AOC
Archaeology

Further Info

Location

We can either come to you or deliver the session at our base in Film City Glasgow.*

Your space will ideally have access to Wi-Fi and a screen with HDMI.

*catering options available

Participants

Training courses are designed for up to six people for a four hour session.

If you are interested in a one-to-one course or have a larger group, we're happy to discuss options.

Courses

Shoot & Cut: Starter Course

Our main training course covering the basics of filming and editing.

Shoot & Cut: Content Course

For those who have completed our starter course or are proficient in the technical side of making films, this course explores developing engaging content, different ways to capture it and how to punch home key messages to your followers and get results. We'll cover interview technique, visuals, text and styles, and more.





Film City Glasgow
401 Govan Road
Glasgow, G51 2QJ

T 0141 445 7245

E info@urbancroft.co.uk
www.urbancroft.co.uk

