

CommunicateTiv

Smartphone Video Production Course | 4 Week Curriculum

Week 1 - Testimony or Instructional Video					
	Day 1	Day 2	Day 3	Day 4	Day 5
Course	Introduction Camera Basics	Lighting & Interviews	Editing	Editing Audio & Music	Feedback & Distribution
Morning Topics	<ul style="list-style-type: none"> • Course Introduction • Filming with a smartphone • Interview framing • Capturing clean audio • Intro to b-roll • Manual Camera DSLR LITE 	<ul style="list-style-type: none"> • 3-point lighting • Asking good interview questions • Outline an interview • Telling a clear story 	<ul style="list-style-type: none"> • Editing with CapCut 	<ul style="list-style-type: none"> • Editing voice audio • Adding music that contributes to the story 	<ul style="list-style-type: none"> • Testimony video review and feedback. • Practice using video in a discussion.
Objective	Set expectations for the class and give students a basic understanding of how to operate their smartphones for filming interviews.	Fully prepare students to film their testimony interview.	Give the students the ability to edit on their smartphone with CapCut.	Students will enhance the quality of their video by editing the audio and adding music.	Give students a chance to improve their videos through feedback and use them in a discussion.
Learning Outcomes	Students will be able to... <ul style="list-style-type: none"> • Film an interview on their smartphone with good audio and proper framing. • Use the app Manual Camera DSLR Lite for filming 	Students will be able to... <ul style="list-style-type: none"> • Film an interview that tells a complete story and is easy to edit. • Outline an interview • Light an interview 	Students will be able to... <ul style="list-style-type: none"> • Import and edit clips on CapCut • Move clips around their editing timeline • Edit to tell a story 	Students will be able to... <ul style="list-style-type: none"> • Raise or lower the volume of their audio • Use basic keyframes • Mix voice with music • Export their final video. 	Students will be able to... <ul style="list-style-type: none"> • Learn to improve their videos through feedback. • Think of ways to use their video to generate engaging conversations.
Afternoon Production	Photography Assignment	Film Your Interview	Begin Editing	Finish Editing	Final Video 1 Due
Week 2 - Social Issue Video					
	Day 1	Day 2	Day 3	Day 4	Day 5
Course	Culture & Contextualization	Story Basics & Audience	Camera Movements & Shots	Editing with Graphics and Text	Feedback & Distribution
Morning Topics	<ul style="list-style-type: none"> • Creating films for the unreached • Culture is beautiful (made in the image of God) • Culture is broken (reflects the sinfulness of man) • Contextualization in film 	<ul style="list-style-type: none"> • Three-act structure • Defining your audience • Choosing a topic that's relevant to your audience • Writing a voice-over 	<ul style="list-style-type: none"> • Shot types • Camera movements • B-roll • Composition 	<ul style="list-style-type: none"> • Creating on-screen text and graphics • Designing graphics and choosing a color scheme • Lower-thirds • Keyframe animation 	<ul style="list-style-type: none"> • Video review and feedback. • Practice using video in a discussion.
Objective	Show students how film can communicate the Gospel to the unreached.	Prepare students to write an outline for a documentary style video that reaches a specific audience.	Prepare students to shoot their documentary with b-roll.	Enhance the quality of their documentary videos with graphics and text.	Give students a chance to improve their videos through feedback and use them in a discussion.
Learning Outcomes	Students will be able to... <ul style="list-style-type: none"> • Identify what is beautiful and broken about an unreached group • Begin thinking of story ideas that relate to an unreached group 	Students will be able to... <ul style="list-style-type: none"> • Define the audience for their video • Outline a documentary about a cultural topic that uses the three-act structure. 	Students will be able to... <ul style="list-style-type: none"> • Film dynamic b-roll that relates to the topic of their video. • Compose their shots correctly • Move the camera for a reason 	Students will be able to... <ul style="list-style-type: none"> • Create graphics and text in CapCut • Choose a color scheme and apply it • Animate graphics with keyframes 	Students will be able to... <ul style="list-style-type: none"> • Learn to improve their videos through feedback. • Think of ways to use their video to generate engaging conversations.
Afternoon Production	Research a people group	Write voice-over for video	Shoot documentary video	Edit Documentary Film	Final Video 2 Due

Week 3 - Short Film					
	Day 1	Day 2	Day 3	Day 4	Day 5
Course	Directing	Story Basics	Pitch & Project Planning	Production Day 1	Short Film
Morning Topics	<ul style="list-style-type: none"> • How to direct a film • Script log, slate, and note taking • Defining crew roles 	<ul style="list-style-type: none"> • Three-act structure • Looking at story structure in Jesus' parables • Pitching a story • Outlining a story 	<ul style="list-style-type: none"> • Listen to student story pitches and provide feedback • Form teams and begin planning final project filming • Teams will choose final story and make an outline 	Film Production	Film Production & Editing
Objective	Students will see how a narrative video is different than other forms of video production.	Students will pitch two story ideas that are based on a Bible story or parable relevant to the needs of their unreached group.	Form teams and prepare for filming of final project.		
Learning Outcomes	Students will be able to... <ul style="list-style-type: none"> • Understand crew roles • Take notes on set • Understand the directors role 	Students will be able to... <ul style="list-style-type: none"> • Tell a story with three-act structure • Pitch a story • Outline a story to film 	Students will... <ul style="list-style-type: none"> • Choose a final story with instructor feedback • Form teams and plan their video shoots • Begin shooting their final film 		
Afternoon Production	4 hour wonder	Pitch 2 story ideas	Write Story and plan project		Video 3 Due
Week 4 - Distribution Week					
	Day 1	Day 2	Day 3	Day 4	Day 5
Course	Online Distribution	The Big Rock	In Person Distribution	Building a Team	Next Steps
Morning Topics	<ul style="list-style-type: none"> • Social media distribution and online engagement • Chat and messaging app distribution & compression • Generating good online conversations with film 	<ul style="list-style-type: none"> • Creating new content from old content. • Creating variations of films • Personnas 	<ul style="list-style-type: none"> • How a film can be used to share the Gospel • Creating discussion questions 	<ul style="list-style-type: none"> • Team building • Producing • Budgeting & Fundraising 	<ul style="list-style-type: none"> • Packaging and sharing resources • Planning next steps • Online follow up
Objective	Give students ideas of how their film can be distributed online.	Students will repurpose previous projects for new productions.	Give students ideas of how their film can be used to share the gospel.	Give students an idea of how to continue making films by finding and sustaining a team.	Prepare students for their next steps.
Learning Outcomes	Students will be able to... <ul style="list-style-type: none"> • Upload and post a video to social media. • Share a film on a messaging app • Start an online discussion with their film 	Students will be able to... <ul style="list-style-type: none"> • Edit an old video in a different way. • Define a persona for their video 	Students will be able to... <ul style="list-style-type: none"> • Understand how a film can be distributed • Lead a discussion after their film. 	Students will be able to... <ul style="list-style-type: none"> • Look for potential teammates and partners • Divide roles such as producer, director and editor • Prepare a budget for fundraising 	Students will be able to... <ul style="list-style-type: none"> • Package and share the resources they created during the course • Have a plan for what they want to do next with media. • Follow Up with online distribution.
Afternoon Production	Share videos online & review short films	Repurpose an old video	In person film outreach if possible	Team building and budgeting exercise.	 Graduation & Celebration!