

ARTS2WORK

BUILDING THE CREATIVE ECONOMY



WORK PROCESS SCHEDULE & RELATED INSTRUCTION OUTLINE

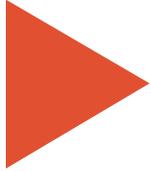
For the occupation of

Digital Video Editor

Developed by

THE ALLIANCE
FOR MEDIA ARTS + CULTURE





ABOUT THE PROGRAM

Arts2Work is a new comprehensive creative workforce initiative and the first federally-registered National Apprenticeship Program in Media Arts + Creative Technologies. Arts2Work is designed to provide new infrastructure, equal opportunity, and economic sustainability for creative workers, businesses, organizations and communities across the United States.

About This Document

This document contains the technical and behavioral competencies that a digital video editor will master during the course of a yearlong apprenticeship. It also contains a list of courses that the apprentice and employer may choose from to fulfill the related Instruction requirement. Classes may be completed at the work site, online, a community college or university, or an Arts2Work-approved community-based training center.

About Digital Video Editors

Digital video editors edit stories and manage video post-production workflows, sometimes including sound design, motion design, visual effects and emerging technologies. They often handle multiple projects from beginning to end under tight deadlines. They possess technical skills (Adobe Premiere Pro is current industry standard) and fluency with creative storytelling in a variety of formats and styles (short-form, long-form, integrated media, social, broadcast, comedy, drama etc.). They are responsible for creating and delivering assets, collaborating with creative directors and producers, and responding to feedback from multiple stakeholders.

WORK PROCESS SCHEDULE

Digital Video Editor

Technical Competencies

The below on-the-job-learning (OJL) work process competencies are intended as a guide. They need not be followed in any particular sequence, and it is understood that some adjustments may be necessary in the hours allotted for different work experience. In all cases, the apprentice is to receive sufficient experience to make them fully competent and use good workmanship in all work processes that are a part of the trade. In addition, the apprentice shall be fully instructed in safety and OSHA requirements.

COMPETENCIES

SUPERVISOR'S SIGN-OFF

General Practices

- ▶ Demonstrate a working understanding of the organization's structure, personnel rules, policies, responsibilities and general understanding of work ethics, interpersonal communications, and related policies
- ▶ Understand and practice safety procedures and rules
- ▶ Demonstrate a working understanding of goals, mission and vision of the organization/company
- ▶ Demonstrate a working understanding of organization's administrative, production and postproduction communications and workflow
- ▶ Demonstrate a working understanding of organization's best practices for client interactions and social media

Signature _____ Date _____

COMPETENCIES

SUPERVISOR'S SIGN-OFF

Pre-Production

- ▶ Demonstrate working knowledge of required hardware. Set up computer editing system, electronic titling system, video switching equipment, and digital video effects units
- ▶ Demonstrate working knowledge of required software (e.g. creating models and prototypes in Adobe Creative Suite)
- ▶ Demonstrate understanding of production planning (e.g. read production log and call sheets for current project. Assist Producer with edit scheduling and staffing, map out story arcs, special effects, plans for archival footage and workflow)

Signature _____ Date _____

Production

- ▶ Demonstrate ability to develop character-driven story arcs from scripts, montage sequences and a variety of scene rhythms and styles
- ▶ Demonstrate ability to interact effectively with director, talent and crew
- ▶ Demonstrate knowledge of video industry standard formats, and media and asset management practices on Mac/Windows platforms and networked environments
- ▶ Demonstrate fluency with analog edit process
- ▶ Demonstrate fluency with audio edit workflow
- ▶ Demonstrate ability to create seamless and effective audio sequences
- ▶ Demonstrate ability to create video sequences in diverse styles and genres
- ▶ Demonstrate basic fluency with animation production process and video graphics

Signature _____ Date _____

COMPETENCIES

SUPERVISOR'S SIGN-OFF

Post-Production

- ▶ Demonstrate ability to coordinate post-production process
- ▶ Demonstrate ability to download and log footage from multiple camera sources
- ▶ Demonstrate ability to create selects, sequences, rough assemblies
- ▶ Demonstrate ability to combine the most effective shots of each scene to build powerful, creative story
- ▶ Demonstrate ability to finish and output content in multiple formats
- ▶ Demonstrate ability to collaborate with editorial and technical staff to create and package final program to spec
- ▶ Demonstrate ability to version and deliver final clientside content on multiple platforms

Signature _____ Date _____

Creative Project Development & Leadership

- ▶ Demonstrate ability to ideate and create rich media content for specific issues and campaigns
- ▶ Demonstrate ability to design multiple strategic content streams for independent projects
- ▶ Demonstrate ability to design edit toolkits for training and professional development
- ▶ Demonstrate ability to supervise youth editors
- ▶ Demonstrate intermediate knowledge of industry standard technologies, as needed, including but not limited to Adobe Premiere, After Effects, VFX and Resolve

Signature _____ Date _____

Behavioral Competencies

In addition to mastering all of the essential technical competencies, an apprentice must consistently demonstrate at an acceptable level the following behavioral competencies in order to complete the apprenticeship.

COMPETENCIES

1. Participation in team discussions/meetings
 2. Focus in team discussions/meetings
 3. Focus during independent work
 4. Openness to new ideas and change
 5. Ability to deal with ambiguity by exploring, asking questions, etc.
 6. Knows when to ask for help
 7. Able to demonstrate effective group presentation skills
 8. Able to demonstrate effective one-on-one communication skills
 9. Maintains an acceptable attendance record
 10. Reports to work on time
 11. Completes assigned tasks on time
 12. Uses appropriate language
 13. Demonstrates respect for clients, co-workers and supervisors
 14. Demonstrates trust, honesty and integrity
 15. Requests and performs work assignments without prompting
 16. Appropriately cares for personal dress, grooming and hygiene
 17. Maintains a positive attitude
 18. Cooperates with and assists co-workers
 19. Follows instructions/directions
 20. Able to work under supervision
 21. Able to accept constructive feedback and criticism
 22. Able to follow safety rules
 23. Able to take care of equipment and work place
 24. Able to keep work area neat and clean
 25. Able to meet supervisor's work standards
 26. Able to balance personal life and work
 27. Adheres to work policies/rules/regulations
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WORK PROCESS SCHEDULE

Digital Video Editor

(Existing Title: Film or Video Tape Editor)

Terms and Information

This schedule is a part of the Arts2Work Standards for the occupation of Digital Video Editor.

1. TYPE OF OCCUPATION

Time-based Competency-based Hybrid

2. TERM OF APPRENTICESHIP

The term of the occupation shall be defined by the attainment of all competencies of the position, which would be expected and approximated to occur within 2,000 hours of OJL, supplemented by the minimum required 144 hours of related instruction each year.

3. RATIO OF APPRENTICES TO JOURNEYWORKERS

A numeric ratio of apprentices to journeyworkers consistent with proper supervision, training, safety, and continuity of employment will be defined in the Employer Acceptance Agreement. The ratio language must be specific and clearly described as to its application to the job site. The apprentice to journeyworker ratio is: 1 apprentice(s) to 1 journeyworker, unless otherwise determined.



4. APPRENTICE WAGE SCHEDULE

Apprentice starting wages will be a suggested minimum of \$20 per hour. Apprentices shall be paid a progressively increasing schedule of wages based on either a percentage or a dollar amount of the current hourly journeyworker wage rate of a suggested minimum of \$30 per hour. These are suggested minimums only. Minimum wages are regionally determined and will be defined by employers in consultation with Arts2Work staff and noted in the Employer's Acceptance Agreement.

Wage Schedule: 1-year to competency

1 st	6 months = \$20 per hour
2 nd	6 months = \$25 per hour

5. WORK PROCESS SCHEDULE MODIFICATIONS

Arts2Work may modify the specified work processes in collaboration with employers to meet local needs and the demands of emerging technologies and evolving best practices.

6. RELATED INSTRUCTION OUTLINE MODIFICATIONS

Arts2Work may modify the related instruction to meet local needs and the demands of emerging technologies and evolving best practices.

RELATED INSTRUCTION OUTLINE

Digital Video Editor

Related Instruction

This instruction shall include, but not be limited to, at least 144 hours per year for each year of the apprenticeship. The related theoretical education is tightly integrated with real work product. The curriculum is defined as a variety of courses and course topics, around which the exams and projects are based. By defining the RTI in this way, all competencies required of the students are met, through project work.

Related training of at least 144 hours annually for all apprentices under this program will be as follows:



COURSE TOPICS (MANDATORY)	HOURS
Introduction to Visual Storytelling	14
Digital Video Production Basics	24
Introduction to Digital Cinematography	16
Video Post-Production Workflow	8
Digital Editing Basics with Adobe Premiere	24
Audio Production	32
Audio Post-Production for Video Editors	32
Total	150

COURSE TOPICS (SUPPLEMENTAL)	HOURS
Digital Project Management for Video Editors	15
Advanced Digital Video Production	32
Projects In Digital Video Production	15
Advanced Digital Cinematography for Video Editors	15
Advanced Digital Editing	15
Projects in Digital Editing	15
Advanced Audio Projects for Video Editors	15
Introduction to Web Video	15
Projects in Web Video	15
Introduction to Editing Emerging Media: AR/VR/3D/AI	15
Projects in Editing Emerging Media	15
Documentary Fieldwork for Editors	15

COURSE TOPICS (SUPPLEMENTAL)	HOURS
Art of the Interview	15
Film, Media and Popular Culture	15
Media Production in the Age of Data — What Editors Need To Know	15
Graphic Design + Animation for Video Post	15
Creativity in Crisis: Editing Disaster Stories	15
Coding for Creatives	15
Collaboration and Co-Creation Lab: Working with Clients and Communities	15
Adobe Professional Certification Advanced Premiere Pro	15

The courses described below feature design, technical hints and tips from industry experts, and review questions.

Introduction to Visual Storytelling (14 hours)

What are the components of visual storytelling? Learn to wield the power of sound and color in this introductory course. In this course you will craft engaging stories through basic cinematography, lighting, editing and sound while gaining a conceptual understanding of how these pieces come together to form the rich medium of visual storytelling. Receive instruction in:

- ▶ Cinematic composition, framing, camera angles
- ▶ Digital cinematography with DSLRs
- ▶ Shot terminology
- ▶ Directing 101
- ▶ Storytelling with visuals
- ▶ Sound design
- ▶ The power of editing

Digital Video Production Basics (24 hours)

The digital technology of today making shooting video accessible to filmmakers of all levels. This intensive, hands-on video workshop is designed for the beginning videomaker and is an ideal introduction to all phases of production. You will learn the basics of industry-standard video technology and get familiar with the skills you need to make sleek, professional videos. Topics covered:

- ▶ Basic engineering and sound
- ▶ Preproduction planning, scripting, and storyboarding
- ▶ Video camera operations
- ▶ Production and directing techniques
- ▶ Working as a team throughout the production process

Introduction to Digital Cinematography (16 hours)

For the first time in history, filmmakers at all skill levels can take advantage of the portability, affordability and cinematic quality provided by today's high-definition capable DSLR cameras. This course will help you increase your knowledge of production workflows, while increasing your film's value and professional aesthetic. Gain hands-on training with DSLR cameras and learn how to capture high definition images under the guidance of expert cinematographer instructors. Topics include:

- ▶ How to buy or rent a DSLR, lenses and accessories
- ▶ Lighting
- ▶ Composition and motion with large-sensor cameras
- ▶ Workarounds for common DSLR problems

Video Post-Production Workflow (8 hours)

Have you ever worked tirelessly to shoot hours of great footage, only to find yourself unsure of how to put it all together? Get your projects to completion with this Video Post-Production Workflow course, which walks you through each individual phase of organizing, editing and completing your film from start to finish. Get the files onto your computer, name them properly so that you don't lose them, troubleshoot technical issues along the way and maximize your existing non-linear editing skills. Post-production topics covered during this course include:

- ▶ Ingesting footage
- ▶ Organizing your video metadata
- ▶ Troubleshooting incompatible file formats and lost file extensions
- ▶ Tips on proper naming conventions for your media library
- ▶ Output and delivery methods for high quality playback

Digital Editing Basics with Adobe Premiere (24 hours)

The industry-standard software for non-linear editing in Adobe Premiere. Learn to wield its power and produce high-end editing in this technical course, which will provide you a comprehensive overview of the Premiere Interface and its practical features. Topics include:

- ▶ Inputting and outputting video to and from a variety of formats
- ▶ Editing techniques and tools
- ▶ Workflow with other Adobe software such as Photoshop and After Effects

Audio Production (32 hours)

The importance of sound quality in visual media cannot be understated. Increase your project's production value by learning the ropes of audio production. This course provides hands-on training in the basic techniques of recording sound for the camera. Review basic sound theory, practical tips, squashing noise, and troubleshooting. Students will set up interviews and use the most commonly used professional sound equipment in different environments. Topics covered:

- ▶ Mixing theory/gain structure
- ▶ Mic, line, and consumer levels
- ▶ Microphone types and applications
- ▶ Boom technique
- ▶ Ambiance

Audio Post-Production for Video Editors (32 hours)

For smaller video projects, video editors are often expected to be capable in audio post-production. This course covers workflow techniques of audio post-production for film and commercial productions that will increase any video editor's marketability. Learn about advanced techniques of audio clean-up and restoration using tools within Adobe Audition CC. Learn how to apply complex equalization filters to voice-over and dialogue content and advanced compression / limiting techniques to balance audio levels, and integrate sound design into your projects. Topics include:

- ▶ Parametric equalization
- ▶ Noise reduction
- ▶ Dynamic compression / limiting
- ▶ Sound design integration
- ▶ Automation and techniques for mixing all audio components

Digital Project Management for Video Editors (15 Hours)

Learn the professional post-production secrets that will keep you on track, manage your clients, save you time and bring your work to the next level. You'll have the skills to from raw footage to a high quality rendered product. Get the files onto your computer, name them properly so that you don't lose them, troubleshoot technical issues along the way and maximize your existing Adobe Premiere skills. Post-production topics include:

- ▶ Ingesting footage
- ▶ Organizing your video metadata
- ▶ Troubleshooting incompatible file formats and lost file extensions
- ▶ Tips on proper naming conventions for your media library
- ▶ Output and delivery methods for high quality playback

Advanced Digital Video Production (15 Hours)

Today's high-definition DSLR cameras afford creative producers at all levels the ability to learn to shoot video in an easy, flexible, professional way. This course helps students learn industry-standard video technology. The course (4-day Bootcamp or 8 half days) condenses a semester's worth of camera-handling knowledge into an intense 32-hour training course. Students produce a plan, shoot and edit a short professional-quality video, and receive instruction in:

- ▶ Adobe Premiere Pro CC
- ▶ Styles of Editing
- ▶ Preproduction planning, scripting, and storyboarding
- ▶ Camera operation
- ▶ Lens choice
- ▶ Production and directing techniques
- ▶ Teamwork
- ▶ Ingesting media
- ▶ Working with dual-system audio
- ▶ Performing basic editing and media management tasks
- ▶ Final output and sharing your video online

Projects In Digital Video Production (15 Hours)

Students will gain hands-on experience in all aspects of Short Video Production, including Production Planning, Shooting and Post-Production. This intensive, hands-on video workshop is designed for the beginning videomaker and is an ideal introduction to all phases of production. You will learn the basics of industry-standard video technology and get familiar with the skills you need to make sleek, professional videos under the supervision of master videographers and production managers! Topics covered:

- ▶ Basic engineering and sound
- ▶ Preproduction planning, scripting, and storyboarding
- ▶ Video camera operations
- ▶ Production and directing techniques
- ▶ Working as a team throughout the production process

Advanced Digital Cinematography for Video Editors (15 Hours)

The careful choices a cinematographer makes with respect to composition, color, light and texture affect the overall look and mood of visual media. Students explore the impact of the visual language and related topics such as design principles and forces of visual organization. The effects of scene direction and lines of action on the editing process are explored. Students learn cinematic composition, the rule of thirds, spatial relationships and proper framing. Topics include:

- ▶ Advanced lensing
- ▶ Lighting and camera movement
- ▶ Dual system audio, on-set syncing and post-production workflow implications

Advanced Digital Editing (15 Hours)

Editing requires a keen understanding of the storytelling process. Study the art of when, where and why we make an edit. This course will explain how to better immerse our viewers into our story, fix problems incurred during production and give our productions a fresh edge. Students learn advanced technical skills from edit styles to the rule of sixes to draw the audience in. Topics Include:

- ▶ Advanced editing techniques
- ▶ Multicamera editing
- ▶ Transcription
- ▶ Compositing
- ▶ Adjustment layers
- ▶ Animation
- ▶ Color correction
- ▶ Integration with Photoshop and After Effects
- ▶ Using Adobe Bridge and Premiere to manage media assets
- ▶ Roundtripping with Audition
- ▶ New features of the latest software version

Projects in Digital Editing (15 Hours)

Edit your own short-form project under the supervision of a master editor. Learn through doing about how and why the editor is a technical person as much as they are a collaborative storyteller. In this course you will work with the elements of media to craft a cohesive and engaging project. Learn why cuts work, the rule of six, and when to stop cutting with industry-standard software. Practice and develop skills in:

- ▶ Motion graphics
- ▶ Visual effects
- ▶ Navigating the main interface and workspace of the program
- ▶ Color grading
- ▶ Animated titling
- ▶ Compositing capabilities

Advanced Audio Projects for Video Editors (15 Hours)

To edit high quality videos, you need to edit high quality sound. In this projects course designed for video editors, you will have the chance to construct your own creative soundtracks and soundscapes under the supervision of a master sound designer. You will practice recording your own sounds, using post production filters, syncing your audio to video and producing a great sound mix. These essential tools will enhance the audio in your project to achieve a more professional result. Topics include:

- ▶ How to record voice overs
- ▶ How to use compressors, limiters and noise gates
- ▶ How to use Audio Effects and filters in post
- ▶ How to mic groups of people
- ▶ How to sync dual system sound
- ▶ How to design a professional sound mix in post

Introduction to Web Video (15 Hours)

The digital age, the smartphone revolution, and the explosion of technology resulted in entirely new realms of visual storytelling and media consumption. So how do you create online video content that captures the viewer's attention in a meaningful way and can be leveraged to raise awareness or build a brand? In this introductory course, you will get a comprehensive overview of the digital video landscape, from social media video content ala AJ+, BuzzFeed, Now This, and Vice to short-form and episodic fiction and nonfiction filmmaking for platforms such as YouTube, Facebook and Vimeo. Topics include:

- ▶ Digital distribution platforms
- ▶ Social media video
- ▶ Short form fiction and nonfiction
- ▶ Docuseries
- ▶ Web series

Projects in Web Video (15 Hours)

How do you create online video content that captures the viewer's attention in a meaningful way and can be leveraged to raise awareness or build a brand? Students will use Adobe Premiere and Adobe Premiere Clip to shoot and edit two short videos for the web, using their phones. One social media video will be in the style of online content creators like AJ+, BuzzFeed, Now This, and Vice. The second social media video will focus on platforms designed to raise funds, like Indiegogo and Kickstarter. Participants will edit pre-existing footage in the lab and their own footage in their phones. This course contains instruction in:

- ▶ Social media pre-production
- ▶ Interviewing
- ▶ Editing in Adobe Premiere Clip and Premiere
- ▶ Adding sound and text
- ▶ Audience engagement
- ▶ Uploading video for web

Introduction to Editing Emerging Media: AR/VR/3D/AI (15 Hours)

Virtual Reality film offers full immersion into another world and unparalleled connection with characters. This class is your hands-on crash course to editing in VR. If you are a filmmaker looking to expand to immersive storytelling, a freelance editor looking to add new skills to your repertoire, an art student looking for a mind bending new medium, a real estate agent, a start-upper or an event producer looking for a compelling way to showcase your work, this class will get you started! Topics include:

- ▶ Manage a VR post-production workflow
- ▶ Stitch a 360 video (static shot) using Kolor Autopano Video Pro and Autopano Giga
- ▶ Edit 360 video using Premiere and Mettle Studio Box
- ▶ Add a title and patching nadir using After Effects and Mettle Studio Box

Projects in Editing Emerging Media (15 Hours)

In this projects-based class, you will practice editing short form pieces in VR, AR, 3D or AI. Best editing practices will be shared so you can learn how to tell captivating stories in these evolving mediums. This workshop is your hands-on crash course to technologies in immersive storytelling and taught under the supervision of a VR filmmaker. Topics Include:

- ▶ Manage a VR post-production workflow
- ▶ Stitch a 360 video (static shot) using Kolor Autopano Video Pro and Autopano Giga
- ▶ Edit 360 video using Premiere and Mettle Studio Box
- ▶ Add a title and patching nadir using After Effects and Mettle Studio Box

Documentary Fieldwork for Editors (15 Hours)

Do you cut out the part where the subject starts crying, or do you leave it in for dramatic effect? These are the sticky questions documentary film editors may confront as they stitch a documentary narrative together. In this course, delve into how occurrences in the documentary fieldwork affect the edit and develop your own methodology around documentary ethics that will inform your non-fiction editing practices. Topics include:

- ▶ Documentary ethics for editors
- ▶ Responding in the edit to documentary fieldwork
- ▶ Crafting an effective nonfiction story

Art of the Interview (15 Hours)

Conducting an interview effectively results in powerful and effective material that can make or break your project. Walk through the various steps for preparing an engaging camera interview from research, pre-production, production to post production. Interview samples will be screened and analyzed to highlight different approaches and dos and don'ts. Practice interviews will be set up so students have a chance to interview each other and/or be interviewed. Learn best workflow practices, prepare to ask the tough questions, and get your interviewees to share their deepest thoughts and feelings on camera. Topics covered:

- ▶ How to structure the interview
- ▶ How to prepare questions
- ▶ What is the style/look of your interview?
- ▶ How to choose the right camera, sound and lighting gear
- ▶ Paperwork/releases
- ▶ How to prepare the interviewee
- ▶ Professional vs. non-professional interviewee
- ▶ How to pick & prepare a set
- ▶ Dos and don'ts during the interview
- ▶ Quick fixes for problems during the interview
- ▶ Transcripts & paper edits

Film, Media and Popular Culture (15 Hours)

Today's entertainment industry presents a rich world of opportunities, but also a new set of challenges. Whether you are a writer, producer, marketer or executive, it is now equally as important to understand content creation techniques, production technologies and distribution platforms as it is to understand how to weave a compelling narrative. This course will provide a broad overview of the current entertainment landscape and where it's headed, as well as an in-depth look at the specific tools, companies and technologies shaping today's great content. Topics include:

- ▶ New media distribution platforms
- ▶ The explosion of episodic content
- ▶ Online distribution
- ▶ Reaching audiences in the digital age

Media Production in the Age of Data — What Editors Need To Know (15 Hours)

Distributors are increasingly using quantitative data to develop best practices of audience engagement. In the age of digital distribution, various aspects of audience behavior are being recorded and analyzed. How are editors asked to adapt their editing techniques in response to the short attention span of today's viewers? By looking specifically at data, you will learn to best practices to avoid audience drop off and explore the relevance of audience engagement data to the editing process. Topics include:

- ▶ Data analysis
- ▶ Audience engagement best practices
- ▶ Improving workflows using data

Graphic Design + Animation for Video Post (15 Hours)

Learn to design well-constructed graphics that communicate effectively and master basic concepts of graphic design and animation for video post. Learn to apply the motion graphics skills of today's leading animators and visual effects creators to media and web projects. This course will provide an introduction Adobe After Effects software. Topics include:

- ▶ Arrange the workspace
- ▶ Import files
- ▶ Set basic linear keyframes
- ▶ Use other kinds of keyframes, i.e. autobezier, easy ease, hold
- ▶ Navigate in the timeline
- ▶ Edit layers from the timeline
- ▶ Add effects
- ▶ Use resets
- ▶ Create masks
- ▶ Render videos

Creating in Crisis: Editing Disaster Stories (15 Hours)

What challenges and opportunities face the editor when crafting stories of crisis, upheaval and disaster? Journalist and investigative reporter Amy Goodman once said, "The role of independent media is to go to where the silence is" and filmmakers are increasingly rising to the challenge of filling gaps in mainstream media. Learn best practices for building tension when working with observational documentary footage and how to navigate politically charged topics in your creative crafting of documentary narratives. Topics include:

- ▶ Crisis storytelling techniques
- ▶ Balancing story in politicized contexts
- ▶ Working with observational documentary footage

Coding for Creatives (15 Hours)

Learning to program is no longer just for computer specialists and software developers. Creative coding is a growing field that uses computer software as a medium to develop original creative expression. In this course, you will learn programming through authoring your own creative program and develop practical programming skills by exploring creative ideas and challenges. Topics include:

- ▶ Algorithmic thinking
- ▶ Software design
- ▶ Programming basics
- ▶ Computational art and design

Collaboration and Co-Creation Lab:

Working with Clients and Communities (15 Hours)

Co-creation is defined as the deep, active and equal collaboration between clients, consumers, agencies and experts to solve a problem or need. The marketing world understands the importance of customer feedback and uses methods of co-creation in order to source it. Documentary filmmaker and media creators can benefit from these practices to deepen their creative work with clients and communities. In this course, you will learn how to facilitate mixed teams of clients, agencies and consumers through a range of exercises, from insight generation to idea generation to development, group refinement and prioritization. Topics include:

- ▶ Co-creation exercises for teams
- ▶ Collaboration techniques
- ▶ Importance of client feedback
- ▶ Real world problem-solving

Adobe Professional Certification

Advanced Premiere Pro (15 Hours)

Explore advanced techniques used by professionals to create videos. This course covers many time-saving workflows and tools including Dynamic Link with After Effects, Audition and Media Encoder. Learn to work efficiently in HD by optimizing your workstation and workflow. Expand on your editing skills with more advanced edits and tools such as slip and slide edits. This course also covers audio correction and sweetening with Premiere Pro and Adobe Audition. Your instructor will cover the pitfalls and the best practices will be followed so that you are editing, producing and exporting your video properly. Topics include:

- ▶ Learn advanced editing mechanics
- ▶ Discover sophisticated effects
- ▶ Use keyframing properties and effects
- ▶ Use advanced color correction
- ▶ Use advanced audio
- ▶ Perform multicam editing
- ▶ Create animated titles
- ▶ Understand advanced exporting options
- ▶ Discover project archiving

