



# ART DIRECTION & VIDEOGRAPHY

Course Code: WSQ-ART

## What will you learn?

- Shot Planning and Storyboarding.
- Understanding camera angles and depth-of-field.
- Image lighting properties.
- Art Direction Techniques.
- Filming techniques and iMovie operations.
- Produce a short film project.

## Course Schedule

Contact Hours: 37 hours

Course Frequency : Once per week

Course Duration : 37 weeks

## Course Materials

- FMA Art Direction & Videography Learners Guide
- Participants are to bring along their own cameras for this programme. Phone cameras are allowed.

## About the Workshop

This programme will guide you through the planning and thought process for generating engaging videos and images. Relevant positions that will benefit from this programme include: Photography Directors, Camera Operators, Photography and Videography hobbyists.

In this programme, you will learn the fundamentals to shoot and edit short clips and images. Some of the things you will learn include art direction theory, image depth-of-field, image composition, film planning and many more. This programme will be conducted via indoor and outdoor shooting activities and group projects. Participants are welcomed to bring in their personal projects to be used as assignments.

## Course Fees

SME Sponsored	MNC Sponsored	Self-Sponsored	Mid Career Enhanced Subsidy	Workfare Training Scheme	Full Course Fee
90% Subsidy	\$15 Per Hour Subsidy	70% Subsidy	90% Subsidy	95% Subsidy	-
\$220.15	\$830.65	\$681.03	\$220.15	\$155.40	\$1,385.65
Absentee Payroll: \$7.50 Per Hour	Absentee Payroll: \$4.50 Per Hour	-	-	Training Allowance: \$4.50	-

WSQ subsidies are eligible for Singapore's and PRs above the age of 21.

Please check with our education consultants regarding funding eligibility.

*Registration fee of \$30*

## Course Outline

<b>Day 1</b>	<ul style="list-style-type: none"><li>• Programme introduction</li><li>• Intro to tools: Camera, Lighting &amp; Footage Editing</li></ul>
<b>Day 2</b>	<ul style="list-style-type: none"><li>• Introduction to dramatic effects</li><li>• Introduction to Filming Planning: Storyboard, Shot Plan and Safety</li></ul>
<b>Day 3</b>	<ul style="list-style-type: none"><li>• Image lighting properties rendition</li></ul>
<b>Day 4</b>	<ul style="list-style-type: none"><li>• Image colour properties rendition</li></ul>
<b>Day 5</b>	<ul style="list-style-type: none"><li>• Image camer angle</li></ul>
<b>Day 6</b>	<ul style="list-style-type: none"><li>• Image depth-of-field</li></ul>
<b>Day 7</b>	<ul style="list-style-type: none"><li>• Image camera movement</li></ul>
<b>Day 8</b>	<ul style="list-style-type: none"><li>• Image subject and footage speeds</li></ul>
<b>Day 9</b>	<ul style="list-style-type: none"><li>• Footage transitions</li></ul>
<b>Day 10</b>	<ul style="list-style-type: none"><li>• Project Meeting</li></ul>
<b>Day 11</b>	<ul style="list-style-type: none"><li>• Project Meeting</li></ul>