

Curriculum:

Training Level: Though the training sessions are tailored for beginners and intermediary levels, advanced professionals also benefit as they learn professional tips from several years of exposure on the field and it also serves as a refresher course for them.

Benefits & Prospects for Participants:

- The facilitators are all renowned professionals in their fields with several years of outstanding.
- State of the art equipments relevant to the present technological wave will be used.
- Interactive and intensive training sessions with very easy to follow modules.
- Certificates will be issued at the end of the training.
- Participants will be given opportunities after the training based on special arrangement to improve on the skills they have acquired.
- All participants become members of the *Frontliner Network* and will receive preferential treatment for all opportunities open to us.

Return on investment:

- Participants will receive hands on instruction on current trends in the media industry to help you constantly remain ahead and function more efficiently.
- Participants' potentials will be explored and maximised for more effectiveness in carrying out varying assignments.
- Through practical thinking out of the box sessions, participants will be exposed to innovative ways of approaching media tasks.

Objective of the training:

- The ultimate objective of Springboard media training is to build excellent media personnel in all facets of the industry who are guided by strong principles of integrity and honour. We employ Christian based principles in our curriculum.

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Courses, Skills to be acquired and Course Contents:

1. Non-Linear Video Editing:

At the end of the training, you will have an understanding of the professional grammar of edit, use the video editing platforms efficiently and manipulate essential editing tools like colour correcting tools, titles, graphics and other tools to achieve excellent video products. A lot of hands on training will be done to ensure effective use of theories taught. Several tips will be shared for more rewarding experience in video editing.

Course Content:

- The Grammar of Edit
- Types of Editing
- Editing Tools and Workflow
- Color Correction
- Titles and Graphics

- Sound Design (Overview)
- Rendering and Distribution Formats
- PRACTICALS

2. **Location/Studio Sound for Film and Video**

At the end of the training, you will have a clear insight into the role sound plays in achieving great visual content. You will be able to record great sound for video and edit them as required. Great tips will be shared for overcoming the common hurdles in sound productions for video and achieving more excellent sound.

Course Content:

- The role of sound in film and video
- Characteristics of Digital Sound
- Overview of the components in a Sound production Chain
- A look at two practical system types in Location Sound production
- Audio Post-production
- Sound Design
- Sound Mixing
- PRACTICALS

3. **Social Media: From Networking to Business Value:**

Today more people are living most of their lives online or on one virtual platform or the other. At the end of the training, you will have a deep insight into how the social media space operates and be able to efficiently and effectively engage any audience on this platform. Real time practical exercises will be carried out to demonstrate strategies taught.

Course Content:

- Introduction to Social Media
- Social Media Overview
- What is Social Media?
- Evolution and Importance
- Social Media Tools
- Social Media Strategies
- What is Strategy?
- Social Media Strategy for Business
- Building an effective Social Media Strategy
- Social Media Evaluation and Measurement
- Practical Workshop and Recap
- Case study

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4. **Digital/Online Media**

Course Content:

- Understanding how to effectively use codecs and media file formats online
- How to script write content for online media (video and audio)
- Deploy live video and live audio to online audience

- Steps of digital marketing i.e how to market products and services you may have online
- Learn how to set up, implement and deploy IPTV (Internet Protocol Television)
- How to increase online audience using digital media And many more

5. **Film Making (Producing, Directing, Business of film making, Videography and Lighting Techniques)**

At the end of the training, you will be able to shoot videos with any video camera and with DSLRs in particular. Amazing secrets on achieving compelling visual content will be shared. Producing, directing and tips on the business of film making will be shared. The last day will feature a practical production session for which participants will be grouped in small teams and short films will be scripted, shot, edited and screened by the facilitators. This final exercise will give the participants an opportunity to learn how to produce excellent visual contents with limited conditions of time and work force.

Course Content:

- The art of digital story telling
- Basic Equipment Handling. (Packing checklist)
- What to look for in a camera (camera Menu Items)
- Professional Digital formats and issues with it.
- Camera setting and operations
- Shooting sequence
- Movements
- Producing
- Directing
- Basic tips on presenting/acting for television and film
- The act and science of shooting film look videos
- Camera Controls; when to use what and where
- Filters what does it do to your shots
- What is a master shot and how do you set for a shot
- Setting up for simple interview (what you need to shoot a simple sequence)?

Lighting Techniques:

- Types of lights
- Basic lighting techniques
- Lighting for interview.
- Lighting for film, using light to create mood
- Lighting tips

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6. **Media productions basics:**

This course provides you with an opportunity to understand and exercise the basic components of media: image, sequence, sound, and idea. We will view and discuss different modes of media production. You will build your media visual language and vocabulary through exposure, illustrations, interactions and exercises. You will learn how to communicate through images/ sound and how to read images/sequence from a variety of sources. Irrespective of your discipline or background, this course will benefit you a great deal and help you become visually literate.

This course acts as a foundational tool to demystify the creative process and create a peer support community. The exercises will provide hands-on experience with creative production. Students will learn basic skills in camera work (photography and motion picture), lighting techniques, sound recording, pre-production planning, and new media.

The course is intensive so expect extended sessions packed with great insights into the media world. By the end of the course students are expected to have basic technical skills for media production and appreciate the media production aesthetic, technology, and technique.

Course Content:

- Understanding the Media as a Kingdom
- Media Evolution
- Traditional and New media based on their history and operations
- Convergence of media
- Professional Digital formats.
- Camera parts, settings and operations for photography and video
- The production team
- Composition
- Movements in video production (Lens, camera head, entire camera)
- Exposure Triangle (ISO, Aperture and Shutter Speed)
- The art and science of shooting film look videos
- Types of lights
- Basic 3-point lighting
- Lighting tips

7. **Scriptwriting:**

At the end of the training, you will be able to identify the elements that make a great script and utilize them efficiently to structure scripts for every stage of a project; the pre-production, main production and post production. You will be able to conceptualise a story idea and bring it to life by scripting and producing it.

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Course Content:

- Learning to write
- What Is A Script?
- “Tell me a story”
- Story Structure
- What makes a good story?
- Choosing Themes
- Elements of A good Script
- Being A More Effective Writer

- Writing for the ear!
- To thrash or not to thrash
- Active Vs. Passive Voice
- Practical Script writing session

8. Voicing:

At the end of the training, you will be able to understand the basic techniques for great voice over delivery, prospects that can be explored in the media industry and how various equipment can help you achieve various effects in delivering voice overs

Course Content:

- Understanding the INDUSTRY
- Types of voice over
- Identifying Operative Words
- Emphasizing Operative Words (Volume, Pitch, Rhythm, Tempo)
- Priorities in Voice-Over Delivery
- Tips for building Voice over skills
- Practical Training session

9. Photography:

This course is tailored to expose the participants to the art of photography and help them understand how photography can be used for storytelling. At the end of the training, participants will be able to shoot great pictures with the DSLR camera and tell compelling stories with their photos. Hands on training sessions will be held to help the participants understand the art of photography even more.

Course Content:

- How Digital Cameras Work
- Camera and lens choice
- Accessories and Essentials
- Equipment Tips



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- Exposure Triangle (ISO, Aperture and Shutter Speed)
- The Origins of ISO and understanding how ISO Works
- Using The Correct ISO Settings for good exposure
- Fixing Problems Created by High ISO Settings
- ISO Tips
- What is Aperture?
- Depth of Field
- How Focal Length Effects Aperture
- How Aperture Effects Composition
- Aperture Tips
- Understanding Shutter Speed
- Capturing Action
- Motion Blur and Camera Shake
- Using Shutter Speed Creatively
- Shutter Speed Tips
- Viewfinder vs. Live View
- Exposure Bracketing
- HDR Photography
- Exposure Tips
- Understanding White Balance
- White Balance Icons
- Colour Temperature
- Creative Use of White Balance
- White Balance Tips
- Understanding Depth of Field
- Creative Depth of Field
- Depth of Field Tips
- RAW vs. JPEG
- Adjusting and Processing RAW Files
- Basics on Retouching Images
- Understanding Light
- Natural Light vs. Artificial Light
- The Magic Hour
- Light Tips www.FrontlineMediaAcademy.com
- Understanding Composition 56 7387



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- The Rule of Thirds
- Composition Tips
- Understanding Night Photography
- Using Slow Shutter Speeds
- Using Fast Shutter Speeds
- Creative Night Photography
- Light Painting



10. Media Law:

Course Content:

- Understanding Media Law
- The role of Media law
- Scope of media law
- The role of media under the Nigerian constitution
- Basics on the laws relation to media (press)
- Libel and Slander
- How to recognize libel and slander
- Staying out of libel
- Defences against libel
- Laws of sedition
- Laws against invasion of privacy
- Laws against publication of obscene materials
- Laws of copyright and fair use
- Laws against publication of classified matter
- Contents eligible for copyright

11. Setting up a media enterprise::

Course Content:

- Identifying the target audience and business opportunities
- Writing a business plan, an advertizing and sales strategy
- Selling the company business potentials
- Social network strategy
- The market
- Media business values
- Project management essentials.
- Business management essentials.
- Tips for overcoming the shaky media business pitfalls



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12. Power of media:

Course Content:

- History of media evolution
- Media and the human mind
- Constructive and destructive media
- Media and revolutions
- Media and political power
- Media and culture
- Media Ethics and values
- Using the media to effect spiritual and societal change



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