

# PROFESSIONAL PROGRAM IN VIDEO PRODUCTION (PPVP)

## PPVP

The Professional Program in Video Production is an industry-driven program that equips students with creative, technical and AI-powered skills for filmmaking, video editing, motion graphics and content creation. This structured course covers visual storytelling, editing fundamentals, AI-enhanced workflows, social media content creation and post-production mastery, preparing you for high-demand careers in film, advertising, social media and digital content.

 **COURSE DURATION: 272 HRS**

## TERM I

- Fundamentals of Visual Design • Design Principles
- Digital Design • Introduction to Digital Design
- Fundamentals of Filmmaking • Layout & Animatics
- Generative AI for Digital Content - Imagery

## SOFTWARE\*\* COVERED

- Express • Canva • Photoshop • Illustrator • Storyboarder
- ChatGPT • Deepseek • Leonardo AI • Midjourney • Firefly
- Canva AI Tools

## TERM II

- Video & Sound Editing • Motion Graphics Essentials • File Formats
- Colour Grading • Metadata • Video Codecs • Podcast Production Workflow
- Video Editing for Social Media • Transcription and Text-based Audio Editing
- Tips & Tricks for Portfolio Development
- Generative AI for Digital Creators - Video & Audio

## SOFTWARE\*\* COVERED

- Premiere • DaVinci Resolve • Audition • After Effects
- Duik Angela • Red Giant • Media Encoder • Handbrake
- Riverside • OBS • Descript • Sora • ElevenLabs • Suno AI • Comfy UI
- Gen Ai Video generation tools- (Higgsfield/Runway ML\*\*\*)

## CAREER OPTIONS

- Video Editor • Motion Graphics Artist • Video Content Creator
- Corporate Video Producer • Motion Graphics Designer
- Video Strategist • Social Media Video Editor • Podcast Producer & Editor
- Short-form Video Creator • AI-driven Video Content Creator
- Game Cinematics Editor • Independent Filmmaker
- Video Freelancer & Consultant • YouTube & Digital Content Entrepreneur

\*\*\* In the Era of Gen AI, AI keeps evolving, as such the tools covered are subject to upgrades and replacements