



Certificate of Achievement

Matthias Giger

has completed the following course:

LOW-BUDGET VIDEO PRODUCTION: VISUAL COMMUNICATION FOR SMALL CHARITIES THE OPEN UNIVERSITY

This online course explored the practical aspects of video production within the small charity sector with the aim of supporting the development of skills and knowledge for successful video production.

4 weeks, 3 hours per week



Dave Hall
University Secretary
The Open University



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

This certificate represents proof of learning. It is not a formal qualification, degree, or part of a degree.

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96%
OVERALL
SCORE

This online course explored the strengths and weaknesses of video as a medium of communication and then how to produce a short video for an organisation using minimal time and money. Topics covered in the course included working through the editorial decisions that help a video deliver its message effectively and stand out, creative thinking and visual storytelling, using easily available technology such as smartphones and apps, shooting different visual styles, and tackling a basic edit.

STUDY REQUIREMENT

4 weeks, 3 hours per week

LEARNING OUTCOMES

- Explore the strengths and weaknesses of video as a medium of communication, where and how to use it to powerful effect
- Investigate how to plan and structure a low budget production with available team skills and resources
- Develop a range of practical skills in low budget production using readily available technology
- Apply creative thinking and visual storytelling skills

SYLLABUS

Week 1. Understanding the medium.

- The strengths of video – powerful human stories
- Potential online and offline uses of video for small charities

Week 2. Planning a production

- Editorial decision making
- The production team and resources

Week 3. Practical production skills

- Realising a range of visual styles using your phone
- Interviewing

Week 4. Making your video count

- Editing and distribution
- Reflections