

GO MOTION ACADEMY

EXPERT TRAINING IN SOCIAL VIDEO



EDITING SKILLS

TAKE YOUR SOCIAL VIDEO CONTENT TO THE NEXT LEVEL

Introducing The Workshop

Editing is the skill that brings video content full circle. It adds clarity to pre-production, it makes your camerawork better, and it sparks the creativity to think of content ideas you never thought of before.

In this live interactive workshop, you'll learn to edit video with the same principles and techniques used in television.

But you won't *just* learn technical editing skills.

We'll give you the editorial insight to tell a story really well, and the ability to further enhance it with music, text and graphics.

You'll be able to edit your own video content to an excellent standard, with easy software that you can start using straight away.

Your video content will look more professional - immediately.

All modules are designed for total beginners, and give you the information you need to know - without the overwhelm, so you will want to get started right away.

Who is this for?

The live workshop is specially designed for beginners, who want to get professional results from tools that actually work.

Who can benefit?

Anyone who needs video editing skills for:

- Digital Marketing
- Education & Training
- Community Management
- Content Management
- Internal Communications
- Entrepreneurship
- Social Media Management
- Learning & Development



What will I get?

- Practical training with tools that you can use straight away
- *The* most useful video editing tricks
- Industry examples and real-life tips
- Small group sizes for maximum attention
- Tried and tested reference materials
- A digital badge is awarded on course completion



What will I actually learn?

FIRST STEPS

You'll learn how to import your clips, set up a project, and get everything organised ready to cut.

MAKING THE CUT

The 'scissors section'! We'll show you the correct ways to cut a clip.

ADDING CUTAWAYS

Cutaways are the pictures that tell your story without words. You'll learn how to use them to advantage.

ADDING MUSIC

We'll give you sources for cost-free copyright-free music to add to your videos. And we'll show you how to add music so it's technically correct.

ADDING TEXT AND GRAPHICS

Critical for social video: subtitles and on-screen text. We'll show you how to use brand fonts and generate on-brand end-boards.

HOW TO FIX THINGS

We don't like to think of editing as surgery, but if something can be helped, the edit is the place to do it. We'll take you through the best fixes and filters.

EXPORT

Find out the optimum settings for exporting your finished piece.

...AND A WHOLE LOT MORE BESIDES!

A person wearing headphones is seen from behind, sitting at a desk in a dimly lit room. They are looking at a computer monitor that displays a video editing software interface. The monitor shows a large preview window with a video of a sunset over water, and a smaller window on the left showing a list of clips. The person's hands are near the mouse and keyboard. The overall atmosphere is focused and professional.

What equipment do I need for the course?

You just need your laptop or desktop, ideally not more than three years old - and where you can actually see your desktop underneath all the folders :)

We'll let you know the free editing software to download as soon as you're booked in.
It works on PC or Mac, and it's rather brilliant.

If you have concerns in advance, just drop us a line at info@gomotionacademy.com

A modern conference room with a long white table, red chairs, and a large screen. The room has glass walls and a ceiling with recessed lighting. The text "Why choose Go Motion Academy?" is overlaid on the image in a light blue box.

Why choose Go Motion Academy?

- Practical solutions - we'll give you the tools and skills to get started right away. No waiting for procurement.
- Our track record - check our [Google reviews](#) and [testimonials](#).
- High standards - we push you to get your best results, both technically and editorially.
- Cutting edge info - we constantly update our material to reflect video marketing trends. If it's happening in social video, it's happening in the training.
- Takeaways - you'll get step-by-step guides to keep you on track once you're out in the field.
- Small class sizes - places are limited for maximum attention



Director

Niamh Guckian is a highly-experienced television producer director, formerly with RTÉ, The Irish Times and Deutsche Welle Akademie. Additionally, as a BBC-qualified trainer, she has been mentoring and training content makers in video for social media over the last ten years.

Niamh has a deep understanding of the needs of businesses as they leverage their video content to achieve challenging commercial and editorial targets, while maintaining brand integrity.

Niamh is the founder of **Go Motion Academy**, which she calls 'film school for business.' The academy is founded on the three key principles of high broadcast standards, excellent storytelling, and training that is accessible for everyone.

"What sets this training apart is my extensive experience with content. I have been responsible for broadcast output throughout my career, and I understand the pressure that goes along with that, as well as the great reward of making meaningful content that audiences enjoy."

"My objective is not only to give people the skills to film and edit with confidence, but to help them to generate great ideas for video stories. How an idea becomes a piece of video, and then a series of videos that engages a distinct target audience - that's the key to sustainable and meaningful social video content."

Her combined experience as a distinguished content producer, and as a trusted media trainer, makes her a hugely credible force in the field of social video.

Editing Skills Details

Price:

Early Bird €495

Full Price €595

Discounts available for group bookings

Fees can be paid by company invoice when required

Course hours: 0930-1630 with 45 minutes for lunch

Would you like to up-skill a team?

We can do a bespoke online training course.

Get in touch at info@gomotionacademy.com

We look forward to hearing from you.

GO MOTION ACADEMY

The Digital Hub,
Roe Lane, Thomas Street,
Dublin 8, Ireland
D08 TCV4

info@gomotionacademy.com

00353 1 2544082

www.gomotionacademy.com

