



**istitutomarangoni**



**SHORT COURSES**  
**VIDEO EDITING FOR SOCIAL MEDIA**

Online Option

**General Introduction**

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design scenario. Through an exciting curriculum aimed to develop practical, creative, business and management skills which are subject specific, and relevant to the international fashion, design or art industries, Istituto Marangoni short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art Management and Art Curation.

**1. Certification Attained**

Istituto Marangoni Certificate

**Course Information****2. General info:**

- Duration: 6 Weeks (3 days per week)
- Total Hours: 45
- Course Delivery mode: full online
- Lesson Duration: 2h30

**3. Short Course Description****Brief description paragraph:**

The course in Video Editing for Social Media is aimed at training participants' skills in shooting and editing professional and engaging video content for different social media channels, by taking advantage of only their smartphones and embedded applications. Mobile video consumption rises by +100% every year, with nearly 40% of free digital time spent by people watching videos. Given this emerging scenario, participants will learn how to conceive polished and professional short-form content and stunning videos able to create engagement. They will gain confidence with video editing, motion graphics and the latest -and coolest- visual effects, therefore developing their capability to combine in an original way art direction, copy writing and effective video storytelling. They will also discover key notions of a social media content strategy, creating valuable posts that align with given goals and distributing them on the right platforms.

**Educational Aims**

- to develop flexible approaches to programme delivery and student support, which reflect the needs and expectations of our learners;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual abilities, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

**Course Learning Outcomes**

Upon completion of this short course, you will be equipped with the knowledge and skills to:

LO1. Create short format content for digital media and professional-looking videos;

LO2. Plan an effective social media content strategy;

LO3. Master image processing, video editing and post-production;

LO4. Combine in an original way art direction, copy writing and effective video storytelling.

#### 4. Course Structure

##### Week by Week Description

###### Week 1

Participants get an overview of the increasing relevance of content creation in today's social media landscape and become familiar with related emerging opportunities and pitfalls. After an introduction to users' behaviours across different social networks given the so-called "Attention economy" framework, the topics focus on a classification of different typologies of short-form content and the rise of personal branding as an opportunity for content creators.

###### Week 2

Over this week participants will gain confidence with the exciting world of digital communication and graphic design fundamentals by exploring new creative digital media content, and the evolution of image and video processing. Participants are introduced to essential applications and graphic techniques to empower their creativity. Topics will include the concept of visual identity, its distinctive elements and its declinations across different media.

###### Week 3

In week 3, participants will conceive and plan a social media content strategy, defining goals, searching for inspiration through creative research, developing the creative idea consistently and defining a workflow. Topics will include the creation of a script or a storyboard, copy writing fundamentals, the identification of the proper tone of voice, tips for creating engagement on social media feeds, specs about sizes, dimensions and ratios to social media videos.

###### Week 4

At this stage of the course, participants will learn how to create professional-looking videos by using their digital camera or smartphone camera only and by following a storyboard. Topics will include: the importance of creating an engaging narrative, cinematography fundamentals, tips to follow when capturing any type of footage, use of lens and filters.

###### Week 5

During week 5, participants will learn how to shape their footage to create engaging stories. Topics include video editing and postproduction, importing graphic elements, adding subtitles, transitions and eye-catching effects. Emphasis will be put on the importance of mastering audio editing, capturing vocals, adding music or subtitles addition. Color accents and graphic elements will be leveraged as key accents of storytelling in the visual medium.

###### Week 6

In the final week, participants will finalize their short-form content by applying their technical and creative skills, eventually verifying the alignment with the proposed goals. They will get inspiration on how to refine their social media content strategy and make their videos stand out from the crowd by creating engagement and online buzz.

##### Subjects

Video Content Creation

Animated Graphics

Social Media Management

Storytelling

Personal Branding

##### Seminars (if relevant or available for the specific course)

- Key Trends in Visual Culture
- Basic Photography
- Copy Writing
- The New Media Landscape

**5. Learning Activities**

Short Courses are taught via:

- Online Frontal lessons
- Online Workshops / Seminars (where relevant to specific course)

**6. Course materials**

Students will be required to have with them:

- Personal Pc/Laptop/Tablet to attend online classes
- Personal Smartphone

**7. Student Support Strategy**

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience:

- a. the use of online resources (where available) to reach the skills and knowledge expected on the course;
- b. Tutors guide students during their studies.

**Student & Academic Services**

Istituto Marangoni provides Student & Academic Services, who act as the first point of contact for students.

The Student Support Officers help students in:

- manage their time;
- get the best from their course;
- understand and applying the School's rules for online lessons;
- anything else the officers can advise on.

**8. Student Feedback**

Student feedback is essential for future course development and improvement.

Student comments are used to evaluate and enhance both the successful management of their study experience, and course contents.

Upon completion of the short course Istituto Marangoni collects feedback through an online questionnaire where students will be invited to reflect on their overall experience at the School.