CONCEPT

# Corporate Video Production and Photography: Shooting, Lighting, Editing and Delivery



**Corporate Video Production and Photography: Shooting, Lighting, Editing and Delivery**

## Introduction:

Corporate video production and photography now sit inside most communication teams, yet in-house footage often arrives shaky, poorly lit, hard to hear and without signed releases, then gets lost on shared drives. This Core Concept course gives media, communications and marketing staff a hands-on method to plan, shoot, light, record, photograph, edit and deliver video and still images to a consistent standard. Working with cameras, lights, microphones and editing software in lab sessions, participants build a Corporate Video and Photo Production Kit for a real project from their own organisation.

## Course Objectives:

- Plan a corporate video or photo shoot from a written brief through script, storyboard, shot list and call sheet
- Operate a camera in manual mode, setting exposure, focus, frame rate and white balance and composing shots that cut together
- Light and record interviews, presenters and events with three-point lighting and clean, well-placed microphone audio
- Direct interviewees and presenters, and cover documentary, event and product subjects in both video and still photography
- Edit, colour correct and finish sound on a short corporate film and export versions for social media, web and e-learning
- Manage releases, usage rights, file naming, metadata and archiving so every asset can be found and reused lawfully

## Target Audience:

- Communication staff responsible for producing internal and external video content with in-house equipment
- Marketing staff responsible for product, campaign and event imagery and short promotional films
- Media unit staff responsible for filming organisational events, visits, launches and ceremonies
- Learning and development staff responsible for recording training videos and e-learning clips
- Digital and web staff responsible for preparing, formatting and publishing video and photo assets
- Brand and design staff responsible for keeping imagery consistent with visual identity guidelines

# Course Outline:

## Day 1: Corporate Production Landscape and Pre-Production Planning

- Pre-Production, Production and Post-Production Stage Model for In-House Teams
- ENG Versus EFP Shooting Styles for Corporate Assignments
- Creative Brief Template: Objective, Audience, Key Message and Call to Action
- Two-Column Script and Storyboard Frames for a Three-Minute Film
- Shot List, Call Sheet and Location Recce Checklist

## Day 2: Camera, Composition and Lighting Techniques

- Exposure Triangle: Aperture, Shutter Speed and ISO in Manual Mode
- Frame Rate, Resolution, White Balance and Picture Profile Settings
- Shot Sizes, Rule of Thirds, Headroom and Lead Room Composition
- 180-Degree Rule, Eyeline Match and Coverage for Continuity Editing
- Three-Point Lighting with Key, Fill and Back Light Placement

## Day 3: Audio Capture, Directing and Corporate Photography

- Lavalier, Shotgun and Handheld Microphone Selection and Gain Staging
- Interview Framing, Off-Axis Eyeline and Question Technique for Natural Answers
- Presenter-to-Camera Direction with Teleprompter and Autocue Cueing
- Executive Portrait Lighting and Posing on a Portable Backdrop
- Tabletop Product Photography with Diffusion, Reflectors and Clean Backgrounds

## Day 4: Event Coverage, Editing and Finishing

- Multi-Camera Event and Documentary Coverage Plan with B-Roll Lists
- Non-Linear Editing Workflow: Ingest, Proxy Files, Assembly and Picture Lock
- Primary Colour Correction Using Waveform and Vectorscope Scopes
- Dialogue Clean-Up, Music Bed Mixing and Loudness Checks
- Lower Thirds, Animated Logos and Motion Graphics Templates at Overview

## Day 5: Delivery, Rights and the Production Kit Lab

- Export Presets and Aspect Ratios for Vertical, Square and Widescreen Platforms
- Captions, Subtitles and Compression Settings for Web and E-Learning Players
- Model Release, Location Release and Music Licence Checklist
- Digital Asset Management Log: File Naming, Metadata Tagging and Archive Lifecycle
- Corporate Video and Photo Production Kit Build and Peer Screening

## Skills You Will Gain:

- Shot List Planning
- Manual Camera Operation
- Interview Lighting
- Location Sound Recording
- On-Camera Direction
- Corporate Photography
- Video Editing and Colour Correction
- Media Asset Management

## Why Attend This Course:

- Return with a Corporate Video and Photo Production Kit containing a brief, shot list, lighting and audio plan, edited sample film, photo set and asset log
- Get hands-on time with cameras, lights, microphones and editing software rather than watching demonstrations
- Stop losing usable footage to poor sound, mixed lighting or missing releases on your next shoot
- Screen your edit to peers from other organisations and sectors and take their feedback back into your team's workflow

## Conclusion:

Good corporate video and photography comes from a repeatable routine: a clear brief and shot list, controlled light and sound, directed contributors and a disciplined edit. The one week move from pre-production planning, through camera, composition and lighting, to audio, directing and still photography, then to event coverage, editing and finishing. The final day covers delivery specifications, releases and asset management, and closes with each participant presenting a production kit that their team can use on its next shoot.