

A circular wreath of various botanical specimens, including ferns, red and green leaves, yellow and purple flowers, and a small white flower cluster, surrounding a central white circle.

WORKSHOP ON

**Digital Skills for Effective
Communication and Campaign**

1

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Facilitated by-

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Our Objectives

Video Production

- Developing video editing proficiency using mobile apps
- encouraging practical application and skills development through hands-on activities

Advocacy and Communication

- enhancing effective communication skills for better stakeholder interactions
- understanding the fundamentals of advocacy and its significance
- mastering advocacy in the digital age through online platforms

Social Media Strategy and Campaign

- utilizing social media effectively to promote the organization's brand
- facilitating skills on networking and collaboration

3



It's the time for "Pre-Test"!

4



What is Video Production?



4 phases of video production

**Pre-
production**

Production

**Post-
production**

Distribution

7

PRE-PRODUCTION



Planning	Research	Equipment	Shot/Sequence	Edit
Subject Story Location Person	Background Information Knowledge	Camera Mobile Tripod Microphone/Head phone	Keep it Simple	InShot Kinemaster CapCut Adobe Premier Pro Final Cut Pro

8



PRODUCTION



Video Making

Message giving

Easy

Simple

Short

Innovative



Equipment

- Camera
- Mobile
- Tripod
- Headphone
- Microphone (if Possible)



Shot Sequence



3-5 Shot sequences



Types of Shot



Close Shot



Mid-close Shot



Mid Shot



Long Shot



Presentation title

13

Shot tips



Watch the
light



Do not shake
– use tripod



Do not zoom
– Never



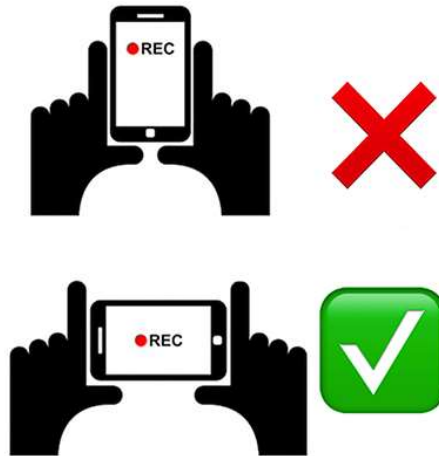
Check the
video



Try to keep
quality sound

14

How to hold the mobile?



15

Editing Apps



- Inshot
- CapCut
- KineMaster
- Adobe Premier Pro
- Final Cut Pro

Presentation title

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Inshot



Presentation title

17



Thank You!

