

Filmmaking and Video Production Fundamentals Training Course

30 August – 3 September 2027
Casablanca

AGILE LEADERS
Training Center

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Ref: 2068_251646 **Date:** 30 August – 3 September 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Filmmaking and Video Production Fundamentals Training Course is a one-week foundation course for aspiring filmmakers, video producers, corporate media teams, content creators, communications specialists, and production coordinators who leave with a Short-Film Production Package. Participants move from concept, audience, and script through pre-production planning, cinematography, location sound, directing, continuity, editing, finishing, and delivery. The course solves fragmented production planning through a software-neutral video production workflow. Agile Leaders Training Center presents filmmaking and video production as one connected creative and operational process.

Who Should Attend

- Creative functions responsible for developing screen ideas, treatments, scripts, and visual narratives
- Production functions responsible for budgets, schedules, crews, locations, permissions, and logistics
- Camera functions responsible for exposure, composition, lenses, movement, lighting, and image continuity
- Sound functions responsible for dialogue capture, ambient sound, monitoring, and recording records
- Direction functions responsible for performances, contributors, coverage, continuity, and set decisions
- Post-production functions responsible for media organization, editing structure, color, audio, captions, and delivery

The course assumes participants can develop or support visual content at work and leaves software-specific editing mastery, AI media governance, film investment, and advanced cinema specialization outside scope.

Departments and Industries

The course supports departments and industries that plan, produce, review, and deliver screen-based communication.

- Marketing, communications, brand, and digital-content departments
- Film, television, streaming, and independent media production
- Corporate learning, internal communications, and employer branding
- Education, museums, cultural organizations, and public-interest media
- Advertising, creative agencies, event production, and social-content teams
- Hospitality, tourism, retail, and nonprofit communication functions

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Learning Objectives

By the end of this course, participants will be able to:

- Build a concept, audience profile, treatment, and production-ready script.
- Apply scheduling, budgeting, permissions, release, and safety controls.
- Use shot lists, storyboards, exposure, composition, lenses, and lighting.
- Apply location-sound, directing, coverage, and continuity methods.
- Analyze footage and build a coherent editing and finishing workflow.
- Evaluate captions, rights records, exports, and delivery packages.

Course Agenda

Day 1: Develop the Screen Concept

- Audience Profile and Viewing-Context Canvas
- Concept Statement and Creative-Purpose Brief
- Treatment, Logline, and Story-Structure Map
- Screenplay Scene, Action, and Dialogue Format
- Visual Storytelling, Sequence, and Mood Reference Board

Day 2: Plan the Production

- Producer, Director, Camera, Sound, and Post-Production Role Matrix
- Script Breakdown and Production Requirement Sheet
- Budget Estimate, Shooting Schedule, and Call-Sheet Method
- Location Survey, Permission, and Release Record
- Shot List, Storyboard, Floor Plan, and Safety Checklist

Day 3: Capture Picture and Sound

- Exposure Triangle and Camera-Control Decision Guide
- Composition, Screen Direction, and Continuity Method
- Lens Choice, Focal Perspective, and Camera-Movement Plan
- Key, Fill, Background, and Available-Light Setup
- Location Sound, Microphone Placement, Monitoring, and Sound Report

Day 4: Direct and Finish the Story

- Contributor Direction, Blocking, Rehearsal, and Coverage Plan
- Slate, Take Log, Media Backup, and File-Naming Workflow
- Assembly, Rough Cut, Scene Rhythm, and Picture-Lock Method
- Color Correction, Dialogue Edit, Sound Mix, and Credit Checklist
- Caption, Rights, Release, Export, and Delivery Specification

Day 5: Practice Short-Film Production

- Suggested Exercise: Build a Concept, Treatment, and Script Packet
- Suggested Exercise: Prepare a Budget, Schedule, Shot List, and Storyboard
- Suggested Exercise: Stage Camera, Lighting, Sound, and Continuity Decisions
- Suggested Exercise: Review an Edit, Finish, Caption, and Delivery Package
- Capstone Exercise: Present a Short-Film Production Package

Practical Exercises

The course uses suggested activities to connect creative decisions with production controls and deliverables.

- Suggested activity: turn an audience need into a logline, treatment, scene, and visual reference board.
- Suggested activity: break down a script into roles, requirements, locations, permissions, releases, schedule, budget, and safety actions.
- Suggested activity: design coverage using storyboards, shot lists, exposure, composition, lenses, lighting, sound, and continuity records.
- Suggested activity: assess media organization, edit structure, color, audio, captions, rights, export, and delivery readiness.

FAQs

Who suits filmmaking and video production fundamentals training, and what does it assume?

Filmmaking and video production fundamentals training suits people who develop or support visual content and assumes they can contribute ideas, communication needs, or production tasks without prior specialist cinema training.

How does filmmaking and video production training differ from video editing training?

Filmmaking and video production training covers the full lifecycle from concept and pre-production through camera, sound, directing, post-production, rights, and delivery, while video editing training concentrates on assembling and finishing recorded material.

What belongs in a short-film production package?

A short-film production package combines the concept, audience profile, treatment, script, breakdown, budget, schedule, permissions, releases, safety record, shot list, storyboard, sound plan, media workflow, edit plan, and delivery specifications.

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Why are continuity and coverage important in video production?

Continuity and coverage protect editorial choices by keeping screen direction, action, appearance, sound, and performance consistent while recording enough angles and shot sizes to construct the intended sequence.

How does a video production workflow control media and delivery?

A video production workflow controls media through file naming, take logs, backups, edit stages, picture lock, color and sound finishing, caption checks, rights records, export specifications, and delivery verification.

Conclusion

Participants take a Short-Film Production Package back to their organization. It connects creative intent with scripts, schedules, production records, picture and sound choices, edit decisions, rights, and delivery controls. The package changes an informal video idea into a traceable basis for planning, producing, reviewing, and releasing screen content.