BLACKBIRD FOR TRAINING

Video Editing Course

5 – 9 July 2027
Cape Town (South Africa)

UK Traininig
PARTNER



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Video Editing Course

Ref: 3255307_337513 **Date:** 5 – 9 July 2027 **Location:** Cape Town (South Africa) **Fees:** 4200 GBP

Introduction

In the modern digital age, video editing has become one of the most in-demand creative and technical skills. This 1-week intensive course provides participants with a complete, hands-on learning experience to develop the essential techniques needed for professional video production.

Through guided instruction and practical exercises, participants will learn how to craft visually engaging stories, manage editing workflows efficiently, and use industry-standard tools to transform raw footage into captivating visual content. The program covers all key areas—from mastering editing tools and transitions to color correction, audio enhancement, motion graphics, and final rendering.

This course is ideal for communication professionals, marketing teams, content creators, and anyone seeking to enhance or refine their video production and post-production skills for both corporate and creative projects.

Course Objectives

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

- Master the key functions of professional video editing software such as Adobe Premiere Pro or Final Cut Pro.
- Understand the complete video production workflow, from importing footage to final export.
- Apply storytelling and editing techniques to create cohesive and impactful videos.
- Use transitions, effects, and motion graphics to enhance video quality and engagement.
- Perform color correction and grading to achieve a consistent visual tone and cinematic style.
- Mix, clean, and synchronize audio tracks for professional sound quality.
- Export and optimize videos for various platforms and audiences.

Course Outlines

Day 1: Introduction to Video Editing & Workflow

- Overview of the video production process.
- Introduction to editing platforms and essential tools.
- Importing and organizing media assets effectively.
- Understanding the timeline structure and basic cutting techniques.
- Fundamentals of visual rhythm, pacing, and continuity.



Day 2: Editing Tools, Transitions & Effects

- Advanced editing tools and keyboard shortcuts.
- Working with multiple video and audio layers.
- Applying transitions to maintain flow and visual interest.
- Using effects and filters to enhance visual appeal.
- Creative techniques: slow motion, time-lapse, and speed ramping.

Day 3: Color Correction & Grading

- Fundamentals of color theory and visual balance.
- Adjusting exposure, contrast, and white balance.
- Introduction to LUTs and advanced color grading tools.
- Matching shots for tone and visual consistency.
- Creating cinematic looks through color enhancement.

Day 4: Audio Editing & Motion Graphics

- Managing soundtracks, dialogue, and sound effects.
- Synchronizing, cleaning, and balancing audio levels.
- Mixing for clarity and professional sound output.
- Introduction to motion graphics and animated text.
- Adding titles, lower thirds, intros, and outros.

Day 5: Rendering, Output & Final Presentation

- Best practices for exporting videos for web, broadcast, and social media.
- Understanding file formats, resolutions, and compression settings.
- Performing quality checks and resolving common rendering issues.
- Group project: edit and present a short professional video.
- Feedback, review, and discussion of improvement strategies.

Why Attend This Course? Wins & Losses!

- Gain hands-on mastery of professional video editing software and workflows.
- Learn storytelling through editing—turning raw footage into powerful narratives.
- Enhance production value through expert use of color, sound, and motion design.
- Improve editing speed and efficiency with best practices in file management.
- Build your professional portfolio by completing a guided video project.

Conclusion

In today's visual-first world, video editing is no longer just a technical skill—it's a strategic creative advantage. This course provides participants with the practical knowledge, creative mindset, and technical expertise to produce professional-quality videos across industries.



Whether for corporate storytelling, social media campaigns, or creative filmmaking, participants will leave equipped to transform their ideas into visually compelling results.

