



# YOUTH DIGITAL MASTERCLASS

CHANGER

# YOUTH DIGITAL: VIDEO SKILLS MASTERCLASS

## MASTERCLASS SERIES: OVERVIEW & PURPOSE

In the Youth Digital Masterclasses, we introduce students to the processes that are involved in the interplay of technology and the commercialisation of creativity. The Digital Masterclasses takes students on a deeper journey into how they can deploy the latest digital tools and techniques to build a channel, shape a narrative and create a business. Core themes range from brand and identity, to data management, equipment, production techniques, and marketing.

## OUTCOMES: Video Skills Masterclass

The MasterClass is an immersive experience, which gives participants the opportunity to learn from the world's best practitioners in online video. In this Masterclass we look at key aspects around filming, audio and lighting and deliver them through a fun, interactive event where attendees can put what they learn into practice straight away.

## PROGRAM DETAILS

### DELIVERY

- 2.5 hour session
- 10 to 30 students
- Delivered on site by the award winning team at Changer Studios
- Sold out programs at VidCon Australia

### FEE

- \$100 per student
- Includes FREE access to **Changer College Accelerate** program for YouTube.
- 20 hours of online insights to set up a successful YouTube channel from content creation and idea generation to optimising and promoting your content.

### REGISTER

- To register for a place please complete the following survey: <http://bit.ly/bgsmc001>



# VIDEO SKILLS MASTERCLASS

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## ABOUT CHANGER STUDIOS

Through our work with leading brands like YouTube as well as top creators and video experts from around the world, Changer has developed unique insights into what it takes to succeed on the world's biggest video platforms. Our training and up-skilling programs are highly regarded worldwide and have been undertaken by Google, Vidcon and PAX

## GET IN TOUCH WITH US

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## TOP TIPS FOR CREATING AWESOME VIDEO

(& how to make amazing content without spending a fortune!)

- Learn practical tips and production techniques of how to achieve studio quality film through:
- Lighting: three point lighting, lighting mistakes and how to fix them
- Audio: absorbing and reflecting sound, hacks and tips
- Filming: technique v tools, rule of thirds, equipment

