



Video on the Web Workshop

A crash course in producing guerrilla video for your site

September 30 - October 2, 2009
Stanford University
Stanford, California

Course is strictly limited to 18 participants.

Adding video to your site, blog, or podcast no longer requires expensive equipment or studio time. With today's powerful desktop tools and a little new media know-how, your editorial team can produce compelling, short videos inexpensively and quickly.

In this basic workshop, you'll produce a 3- to 5-minute video, ready to post on your site. (See a sample [here](#).) You'll receive a dual-platform 250G hard drive on which to edit and save your project. You may keep this drive for future use.

And you'll learn...

• Shooting Tips & Tricks

- choosing the right gear: camera, microphone, accessories
- finding on-camera "talent" within your organization
- lighting your subjects naturally and capturing clean audio
- creating captivating interviews & focused service pieces

• Editing Basics

- editing your video on the desktop using basic FinalCut Pro tools
- adding B-roll, music, overlays, graphics
- compressing your final product for Web distribution

• Distribution Techniques

- posting video to your site
- distributing across the Web: YouTube, iTunes, syndications, RSS and other social media networks
- measuring the impact of your video

Invest in your new media skills. Bring your colleagues--and develop a team of in-house experts who can create Web video quickly and efficiently.

Can't Wait? Virtual Seminars at Your Desk

Want a sampler? Check out our series of four one-hour [Virtual Seminars](#) on topics drawn from this Workshop. Virtual seminars can be accessed at your desktop.

Video

» Introduction

Faculty

Tuition and Lodging

Register

“ We keep getting compliments about our web design. This was all made possible by the terrific intellectual & hands-on experience we had.”

-- DEAVER BROWN
CEO and Publisher
Simply Media