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COURSE BROCHURE

Corporate Filmmaking and Video Production Training Course

30 August – 3 September 2027
Casablanca

Corporate Filmmaking and Video Production Training Course

Ref: 1181_44382 **Date:** 30 August – 3 September 2027 **Location:** Casablanca **Fees:** 4900 GBP

Corporate Filmmaking and Video Production is a 1-week training course for corporate communications teams, marketing producers and content creators who plan, shoot and edit video in-house, and it ends with a short video production package ready for release. Audiences now expect organisations to explain products, safety rules and results on screen, and agencies cannot cover every request. Jupiter Prime Training runs this course for in-house content teams.

Why Corporate Filmmaking and Video Production Matters Now

Three shifts make in-house video a core organisational skill. Social, intranet and recruitment channels demand a steady flow of short films in several aspect ratios. Leaders and frontline experts are expected to speak on camera, which needs coaching and careful direction. Legal and brand teams want consent, music rights and accessibility handled before release. Teams that run a disciplined production pipeline publish faster, stay on brand and reuse footage across campaigns. Teams without one waste shoot days, lose usable audio and pay for reshoots or takedowns.

Who Gains Most from Corporate Filmmaking and Video Production

- Communications officers responsible for leadership messages, internal updates and event coverage
- Marketing producers responsible for product films, testimonials and campaign assets
- Content creators responsible for social clips, reels and channel scheduling
- Training and safety coordinators responsible for instructional and induction videos
- Brand guardians responsible for visual identity, captions and approval workflows

Communications and marketing departments that send a producer, a content creator and a brand guardian together gain most.

Corporate Filmmaking and Video Production Capabilities

The capabilities below take a request from brief to published film while protecting brand, rights and budget.

- Build a creative brief, script and shot list from a business objective — internal clients
- Design lighting and camera set-ups for interviews, products and sites — on-camera speakers
- Apply microphone choice and placement for clean dialogue — audience comprehension
- Specify an editing workflow with naming, proxies and review rounds — approval stakeholders
- Assess release, music and location rights before publication — legal and brand teams
- Weigh export formats, captions and aspect ratios for each channel — distribution owners

Key Corporate Filmmaking and Video Production Terms

- Shot list — An ordered list of every camera angle and framing needed, used to plan the shoot day.
- Three-point lighting — A set-up of key, fill and back light that shapes a subject and separates it from the background.
- B-roll — Supporting footage cut over interviews to illustrate points and hide edits.
- Lavalier microphone — A small clip-on microphone that records clear speech close to the speaker.
- Colour grading — Adjusting colour and contrast in the edit for consistency and brand look.
- Release form — A signed permission from a person or property owner to use their image in a film.

Corporate Filmmaking and Video Production Day by Day

Day 1: Briefs, Stories and Pre-Production

- Creative Brief From Business Objective — Audience and Message Choice
- Story Structure for Short Films — Hook, Proof and Call to Action
- Scripting and Storyboarding — Shot List Preparation
- Location Scouting and Permissions — Shoot Day Logistics
- Budget and Crew Planning — In-House Versus Agency Split

Day 2: Camera and Lighting

- Camera Settings for Exposure and Frame Rate — Image Consistency
- Lens Choice and Composition — Framing for Interviews and Products
- Three-Point and Natural Light Set-Ups — Speaker Presence on Screen
- Smartphone and Gimbal Shooting — Fast Field Content
- Directing Non-Professional Speakers — Confident Delivery on Camera

Day 3: Sound Capture and Shooting Practice

- Lavalier and Shotgun Microphone Use — Clean Dialogue Recording
- Room Tone and Noise Control — Usable Audio on Industrial Sites
- B-Roll Planning and Cutaways — Visual Storytelling Depth
- Interview Technique and Question Design — Natural Sound Bites
- Data Wrangling and Backup on Set — Footage Security

Day 4: Editing and Post-Production

- Editing Workflow, Proxies and File Naming — Team Collaboration
- Rough Cut to Fine Cut — Pacing and Story Clarity
- Colour Correction and Grading — Brand Look Consistency
- Music, Graphics and Captions — Rights and Accessibility
- Review and Approval Rounds — Stakeholder Feedback Control

Day 5: Practising the Short Video Production Package

- Brief and Script Sign-Off — Applying Day 1 Planning to a Case Film
- Shoot Set-Up Check — Applying Day 2 and Day 3 Camera and Sound Methods
- Edit Assembly — Applying Day 4 Workflow
- Distribution Plan and Export Formats — Channel and Aspect Ratio Choice
- Short Video Production Package — Script, Shot List, Edit and Release Checklist

Applying Corporate Filmmaking and Video Production After the Course

- Set up a shared project template with folder structure, naming rules and a release form checklist for every shoot.
- Re-cut one existing long film into three channel-specific versions with captions and the right aspect ratios.

Corporate Filmmaking and Video Production Questions FAQ

What is corporate filmmaking and video production and why does it matter now?

Corporate filmmaking and video production is the planning, shooting and editing of films that organisations use to inform, sell and train. It matters now because every channel demands frequent video and in-house teams must deliver it quickly and on brand.

Which roles gain most from corporate filmmaking and video production training?

Communications officers, marketing producers and content creators gain most, along with training coordinators and brand guardians who commission or approve films.

How does corporate filmmaking and video production differ from social media marketing training?

Corporate filmmaking and video production focuses on making the film itself: script, camera, light, sound and edit. Social media marketing training focuses on audience targeting, posting plans and campaign analytics.

What do you bring back from corporate filmmaking and video production training?

You bring back a complete short film package with script, shot list, edit and a release checklist, plus a repeatable workflow for your team.

Corporate Filmmaking and Video Production: The Way Forward

The short video production package first informs which requests the team produces in-house and which go to agencies. Communications, marketing and brand leads use it as the template for every new brief. After the first releases, revisit audience retention, approval time and reshoot rates to refine the workflow and equipment list.