

# Professional Certificate Program in AVGC (Audio-Video Editing)

## Presenter Manual

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### Course Objectives:

**Foundational Knowledge:** Participants will start with an exploration of the fundamental concepts of audio-video editing. They will learn about the history and evolution of editing, the role of an editor in the storytelling process, and the importance of rhythm, pacing, and continuity in creating engaging content.

**Technical Proficiency:** Familiarize participants with industry-standard design software and tools, enabling them to create and manipulate visual elements effectively.

**Creative Thinking:** Cultivate participants' creative thinking skills, encouraging them to explore innovative design solutions and concepts.

**Practical Skills:** Through hands-on exercises, participants will gain proficiency in industry-standard editing software. They will learn how to import, organize, and manage media assets efficiently.

**Problem-Solving:** Equip participants with the ability to approach design challenges with critical thinking and problem-solving skills, utilizing Audio –Video Editing thinking methodologies.

**Industry Awareness:** Keep participants updated on current design trends, emerging technologies, and the evolving landscape of Visual Industry.

### Course Duration

90 Hours

### Assessment Methods

- Project-Based Assignments
- Portfolio Development
- Quizzes and Exams
- In-Class Critiques
- Practical Demonstrations
- Final Project Presentation
- Peer Evaluation
- Written Reflections

### Here are some common prerequisites to consider:

#### Basic Computer Literacy:

Participants should be comfortable using computers, navigating websites, and using software applications. This is essential for working with software and accessing online learning platforms.

#### Internet Access and Equipment:

Access to a stable internet connection and a computer or tablet is necessary for online learning. Participants should also have the required software and hardware to use design tools effectively.

**Language Proficiency:** Since the course will likely involve reading, writing, and communication,

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participants should have a reasonable level of proficiency in the language of instruction (usually English or Hindi).

**Digital Skills:**

Familiarity with basic digital skills, such as sending emails, uploading files, and participating in online discussions, will be beneficial.

**Creative Interest:**

Participants should have an interest in and appreciation for visual arts, design, and creative expression. A passion for design will enhance their engagement and motivation.

Time Management: Online learning requires self-discipline and effective time management skills.

**Participants should be capable of dedicating sufficient time to watch lectures, complete assignments, and participate in discussions.**

**Communication Skills:**

Effective communication skills are crucial for participating in online discussions, seeking help when needed, and presenting design ideas.

**Openness to Learning:**

A willingness to learn, experiment, and adapt to new design concepts, tools, and techniques is essential for success in the program.

**Access to Design Tools:**

Participants will need access to the necessary design software (if applicable) to complete assignments and projects.

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<b>Module</b>	<b>Hours Allocation</b>
<b>Module 1: Introduction to Audio and Video Editing</b>	8
<b>Module 2: Fundamentals of Editing Software</b>	18
<b>Module 3: Visual Editing Techniques</b>	8
<b>Module 4: Sound Editing and Design</b>	8
<b>Module 5: Narrative Structure and Pacing</b>	6
<b>Module 6: Advanced Editing Techniques</b>	34
<b>Module 7: Editing for Different Platforms</b>	8

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## Session Details

### Module 1: Introduction to Audio and Video Editing

- Understanding the role of audio and video editing in media production
- Exploring the history and evolution of editing techniques
- Differentiating between linear and non-linear editing systems
- Introduction to industry-standard editing software

### Module 2: Fundamentals of Editing Software

- Getting familiar with the user interface and workspace
- Importing, organizing, and managing media assets
- Basic editing operations: cutting, trimming, and arranging clips
- Exploring keyboard shortcuts for efficient editing workflows

### Module 3: Visual Editing Techniques

- Understanding the visual storytelling process
- Applying the 180-degree rule and continuity editing principles
- Using cutaways, establishing shots, and match cuts for smooth transitions
- Adding transitions, fades, and dissolves for visual impact

### Module 4: Sound Editing and Design

- Importance of audio in visual storytelling
- Editing dialogue, sound effects, and ambient audio
- Integrating background music to enhance mood and tone
- Balancing audio levels and using audio effects for clarity

### Module 5: Narrative Structure and Pacing

- Introduction to narrative structure and its impact on editing
- Exploring pacing techniques to control emotional impact
- Creating tension and suspense through editing choices
- Case studies: Analyzing scenes from films and TV shows

### Module 6: Advanced Editing Techniques

- Multi-camera editing: Synchronizing and switching between angles
- Green screen techniques: Adding backgrounds and visual effects
- Using motion graphics and text overlays for added context
- Applying color correction and grading to enhance visual aesthetics

### Module 7: Editing for Different Platforms

- Editing for social media: Aspect ratios and content optimization
  - Adapting content for various platforms: TV, web, mobile, etc.
  - Creating teaser trailers, promotional videos, and highlight reels
  - Collaborative editing workflows for team projects
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## Grading Chart

Letter Grade	Grade Points	Percentage Range	Description
A	4.0	90-100%	Excellent: Exceptional mastery of content, outstanding creativity, and technical skills.
B	3.0	80-89%	Good: Strong understanding of content, effective application of skills, and creative approaches.
C	2.0	70-79%	Satisfactory: Adequate understanding of content, proficient skills, and satisfactory creativity.
D	1.0	60-69%	Marginal: Limited understanding, below-average execution, and minor issues in application.
F	0.0	Below 60%	Fail: Inadequate understanding, poor execution, or failure to meet minimum requirements.