



real film, real film production style
insightful, funny, cool, direction that works

The Web Video Workshops: Making Web Video That Works!

Since 1981, Tony Pfau has been creating award winning, effective television and film productions. From the startup to Fortune 500 companies, the need was the same, a focused, clear engaging message that strengthened brand, trust, and good will. This is how video works.

Tony has also spent over a decade of teaching film students to bring imagination to life. Certainly, if a nineteen-year-old knucklehead can create a cohesive, well thought story or video, so can you. But what did they have that you didn't?...a little training perhaps?

If you pay attention and spend some time doing the work in his 4 -4 hour seminar course, you will be able to create more compelling, video, in other words, good video. Certain sessions include appearances and instruction from other industry professionals.

The four hands on workshop sessions are:

1. **Objective, Strategy, Brainstorming Conceptualization , Design & Script:**

What does the audience want to see? What do you want to say to who? In this session, methods to develop the message, interpret the audience wants, the videos goals are developed. Alternative approaches are explored, pairing interest items with brand message. This is the foundation of good content and quality work. Students prepare a script for next session.

2. **Script Refining - Preparation-Get outside the box:** analysis, preparation,

refining, design & breakdown. Taking the script, then refining to create a better audience experience and differentiate your work from the millions of talking heads. Designing the language for the audience. Planning the setting & elements so that the visuals are cohesive and support the message. Students prepare final script, a breakdown, and a shot list.

3. **Production Techniques:** Session Part One: composition, the frame, planning for edit, coverage, delivery, color, cohesion, sound, camera.- small things make a BIG difference. Part II: Students shoot their projects. (or assigned to do on their own)

4. **Basic Editing** Tricks and Tips on Final Cut Pro or Adobe Premier. Integrating graphics, easy animation, and other tips. This session is an overview, students owning editing software are invited to follow along.

The web video world is maturing and audience behaviors are changing. Instead of seven minutes, the new par is less than 3 minutes. Those who spend the time to create effective content, good quality or material that engages audiences will do well.



Introductory pricing available as we continue to develop the course materials!

Please contact us to get started!

dirprodTony Pfaudp

AVPfilms LLC

PO 101781, Denver, CO 80250

tony@avpfilms.net

303-808-4179