

# PRODUCTION AS AN ART:

## Creating Content Without Stress

Hello everyone! Today, we're going to talk about how to turn content creation into an art form, eliminating stress and saving time.

**Creating high-quality content doesn't have to be complicated or stressful.**

The key is understanding the production stages and using the right tools.

In this lesson, we'll go over every step of content creation, from planning to posting, and introduce you to tools and hacks that will help you to save time and effort.

## Pre-Production, Production, Post-Production: What It Is and How to Organise It

# PRE-PRODUCTION:

This is the preparation stage where you create a plan for all your content. It includes:

- **Idea Development:** Defining the concept and goals of your content (What message do you want to convey?).
- **Scripting & Storyboarding:** Preparing the text or structure for videos and identifying key moments.
- **Equipment & Location Setup:** Planning which devices will be used for filming (cameras, phones, microphones, lighting) and selecting a suitable location or background.

**Example:** Before filming a video lesson, it's essential to create a list of topics and key points to cover, choose a location, and check the lighting.

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# PRODUCTION:

This is the main stage, the actual filming of the content. It's important to have everything prepared in advance:

- **Filming:** The core process of recording video or creating visual content.

- **Lighting & Angles:** Ensuring proper lighting and shooting angles to make the video look professional and engaging.

**Example:** *When recording an interview, it's crucial to set up lighting to avoid shadows on the face and position the camera at eye level.*

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## POST-PRODUCTION:

**This is the stage where you edit the raw footage:**

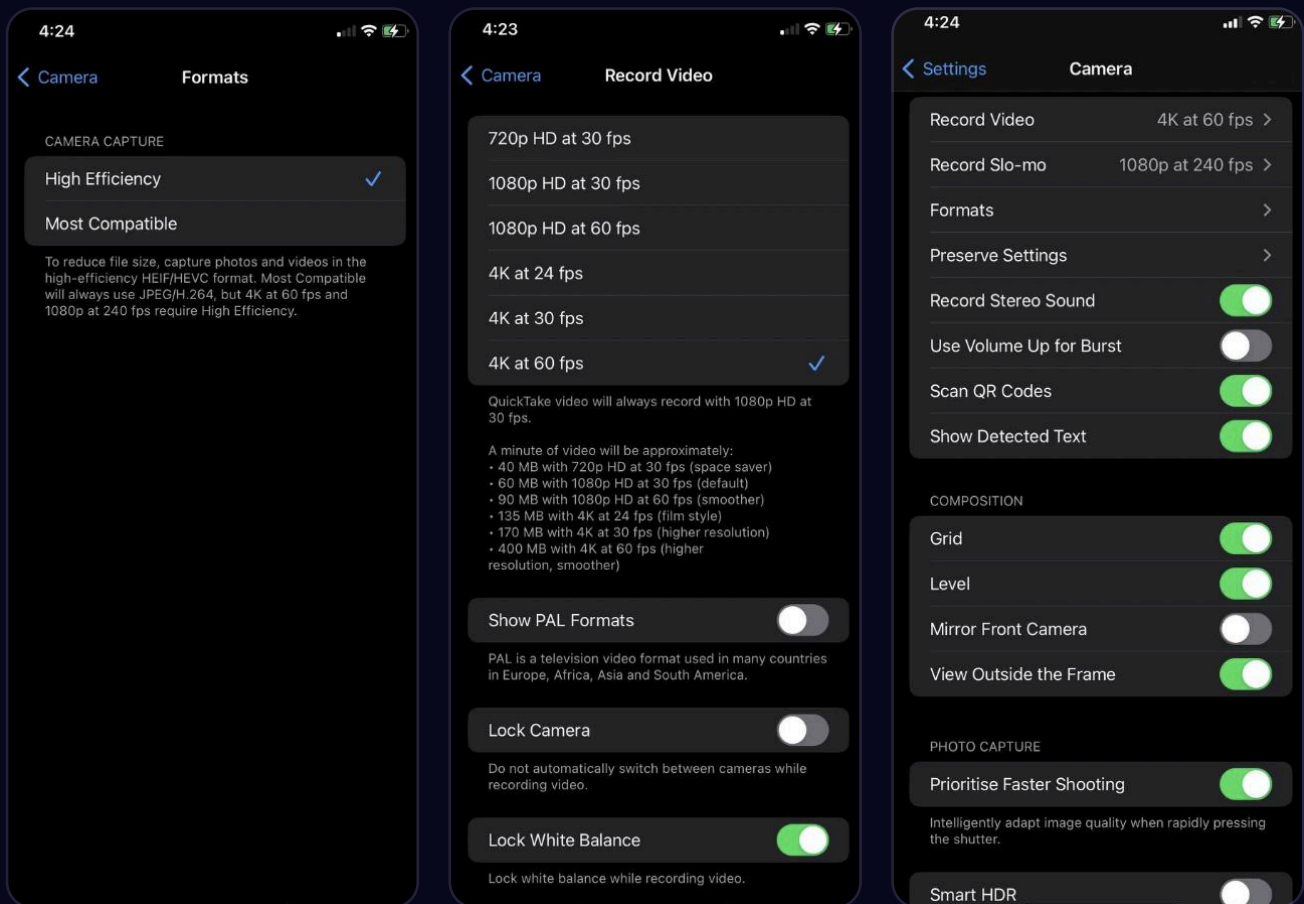
- **Editing:** Cutting out unnecessary parts, adding text, effects, and music.
- **Final Adjustments:** Color correction, sound enhancement, and quality checks.

**Example:** *After filming a video podcast, you can add captions, music, remove long pauses, and make the video more dynamic.*

# TOOLS & HACKS FOR FILMING AND EDITING

## Filming Tips:

- Make sure you have enough storage space on your phone before recording.
- Set your video quality to the highest settings.



- If filming handheld without a tripod, keep your elbows close to your body to stabilise the shot.
- Prepare reference videos in advance and save them in your camera roll or a chat for easy access.

- Once your shot is set up, lock the exposure by tapping and holding on the main subject for 2 seconds, then adjust brightness as needed.



- Instead of using digital zoom, move closer to the subject to avoid sacrificing quality.

For editing, you can use apps like **CapCut** or **VN**. If you're new to video editing, start with VN and its simple basic functions. Once you're ready for more advanced and creative effects, switch to CapCut.

## Editing Tips:

- Set aside about an hour to explore the app and test its features.
- After adding your video to a project, immediately add music and images (if needed).
- Add text only after completing your video edits, as text is attached to specific clips and will disappear if those sections are deleted.
- Ensure that your text placement avoids Instagram's native interface elements.

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# CONTENT PLANNING: FROM IDEA TO POSTING

**Ideas:** Use AI tools or audience polls to generate content ideas.

**Content Calendar:** Create a content calendar to plan and prepare materials weeks in advance. This will help you to remain consistent and reduce stress.

**Posting Schedule:** Share content at optimal times using tools like Hootsuite or Buffer to plan and automate your social media posts.

When you're just starting, your video editing doesn't need to be complex or overloaded with effects. Focus on delivering value and creating quality content.

Don't worry if your first edits aren't perfect - experience will improve your skills, allowing you to add effects and enhance video dynamics over time.

The key is to start creating and keep going! Below this lesson, you'll find an assignment to help reinforce your skills and start applying them in practice.

In the next lesson, we'll dive into the world of **million-dollar growth**. We'll explore how organic growth works using hashtags, collaborations, and trends, and we'll set up your first funnels to attract clients.

See you in Lesson 7!

# ASSIGNMENT:

- Film and edit **one** video for your Instagram.
  - **Minimum requirements:**
    - *Duration: 10-30 seconds*
    - *Good lighting and clear audio*
    - *Basic editing (text, transitions, music)*
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## Additional Resources:

- List of apps for filming, editing, and content processing (PDF).