



# ST. VINCENT & THE GRENADINES COMMUNITY COLLEGE

## SUMMER WORKSHOP

### Content Creation

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**Date:** 22nd-26th July, 2024

**Time:** 9:00 a.m. - 3:00 p.m. daily

**Cost:** \$350.00

**Resources needed:** Mobile Device and or a Laptop

**Certificate to be Awarded:** Certificate of Participation in Content Creation

**Registration and Payment Deadline:** 17th July, 2024 (full payment required)

**Course Overview:** In the digital age, compelling content is the currency of connection, engagement, and influence. Whether you are a seasoned marketer, aspiring influencer, marketing officer, videographer or entrepreneur looking to make your mark, this course is your gateway to learning the art and science of content creation.

Participants will learn the art of crafting captivating narratives through the use of photos and videos for use on social media and beyond. Participants will be equipped with the skills and strategies needed to create content that resonates, captivates, and converts. Join us on this exciting journey as we unlock the secrets to crafting content that cuts through the noise and leaves a lasting impact.

**Age:** 13 years +

**What will I learn?** You will cover the following:

- Introduction to photography
- Introduction to videography
- Creation of short reel
- Creating a sustainable online brand
- Use of drones in content creation
- Introduction to editing

**Who should attend this course?** Aspiring influencers and content creators, small and medium business owners, marketing and promotion personnel, social media managers and anyone age 13 and older with an interest in content creation.

**Modality:** Face-to-Face

**Location:** Computer Lab Villa Campus