



PLAN



CREATE



ANALYTICS

# CONNECT YOUR CUSTOMERS WITH VIDEO CONTENT

ACCREDITED TRAINING COURSE



ENGAGE



IMPLEMENT

- MANAGE DIGITAL MEDIA PRODUCTION
- UTILISE VIDEO CONTENT FOR YOUR BUSINESS
- MAXIMISE YOUR ONLINE MARKETING REACH

# CERTIFICATE III IN SCREEN AND MEDIA CUA31020

## CORPORATE MEDIA PROGRAM



### TOPICS

- Camera, lighting and sound operation
- Creative thinking
- Project management
- Hands-on video production
- Editing techniques
- Social media marketing essentials
- Understand data analytics



### WHO SHOULD DO THIS COURSE

- Business owners
- Marketing & communication professionals
- Social media influencers & bloggers
- Graphic designers & photographers
- Career seekers & changers

### LEARNING OUTCOME

- Understand how to use video content for marketing purposes
- Plan & manage a video project
- Essential video and editing skills & knowledge
- Implement a digital media strategy
- Interpret online data & results



### PROGRAM

- Part-time professional development program
- Evening classes
- Industry trainers
- Nationally recognised qualification
- Payment options available

PLAN



CREATE



IMPLEMENT



ENGAGE



ANALYTICS

- qldfilmschool
- qldfilmschool
- @qsft
- QSFT

Register for **FREE**  
Digital Marketing Seminar



**qsft** queensland  
school of  
film and  
television  
established 1997



QUEENSLAND SCHOOL OF FILM AND TELEVISION  
RTO PROVIDER NO. 32265 | CRICOS NO. 03267D

Tel: +61 7 3392 7788

Address: 22 Warwick Street, Annerly, QLD 4103 AUS

Mailing: P.O. Box 2378, Graceville, QLD 4075 AUS

Web: [www.qsft.qld.edu.au](http://www.qsft.qld.edu.au)

Enquiry: [info@qsft.qld.edu.au](mailto:info@qsft.qld.edu.au)

Edupro Australia Pty Ltd trading as Queensland School of Film and Television ABN: 28 139 823 733