

AG Business School Presents

Professional Diploma in Editing & Videography.

Comprehensive • Study Online And Offline

Under the guidance of Industry Experts

theavantgardelearnings.com

GETTING STARTED



The creative challenge is mastering the art of video shooting and editing in today's visual-first world. This certification helps validate your skills and sets you apart professionally. Designed for creators and aspiring editors, the course teaches essential shooting techniques, editing workflows, and industry standards through a premium learning experience. Get in touch to start your journey.

Fastrack your career with AG Business School

Transform your video creation career with Kashmir's first Professional Diploma in Video Shooting and Editing. This program is led by industry-expert instructors who actively work in the field, bringing real-world production and post-production experience into every session. You will receive personalized coaching and hands-on guidance while working with premium editing software and professional-grade equipment. The course is designed to be practical, immersive, and skill-focused, ensuring you can confidently apply what you learn to real projects. Through expert mentorship, structured learning, and a premium training environment, this diploma helps you build industry-ready skills and creative confidence to grow your career in video production and editing.



Kashmir's First

PROFESSIONAL DIPLOMA IN

VIDEO SHOOTING & EDITING

- Learn from Industry-Expert Instructors
- Personalized Coaching & Mentorship
- Hands-On Premium Editing Software & Equipment

THE CHALLENGE

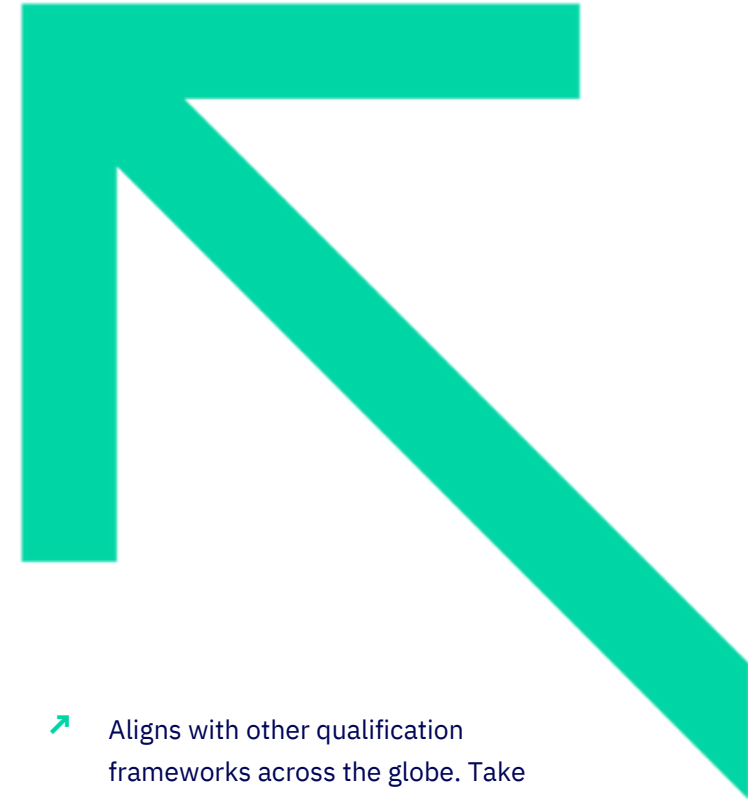
The greatest professional challenge of the 21st century is staying relevant. Closely followed by communicating how relevant you are in that noisy, dynamic space where new meets now.

Luckily AG Business School exists to help you stay relevant today, and for the rest of your career. Our comprehensive range of courses are built and validated by industry to meet the real needs of digital now.

Constantly updated and highly adaptable, we're addressing the skills gap and anticipating future needs.

Digital changes everything. Culture. Commerce. Community. And then digital goes and changes itself. Such is the rate of progress. Your ambition may be big and clear, but without the right digital skills, it is completely out of reach. And it's not just about what you can do either, it's also about what the world knows you can do.

WHY CHOOSE CERTIFICATION?



Because it helps you look better,
travel better and navigate new frontiers.

Because it helps you stand out, create better, and
confidently explore new creative opportunities.
Leading production houses, media brands, content
creators, training organisations, and institutions
recognise and value professional video skills.

Once, video creation was an unstructured space full of
talented creators and others who relied on hype
rather than skill. Today, a clear professional standard
matters. This Professional Diploma in Video Shooting
and Editing is built to ensure real skills are recognised
and rewarded. It's practical, credible, and designed to
work in the real world.

Your **Certification**:

- Gives you the skills you need to speak
loud and clear to the right audiences.
- Tells the world what you know and
what you can do - your
Certification acts like a magic key.
Doors open.
- Means you travel well between
different opportunities and countries.
It's your oyster
- Aligns with other qualification
frameworks across the globe. Take
that ball and run with it
- Gives you powers you may not yet
even understand, but who's awesome
potential will reveal itself in new and
startling ways throughout your career.

WHO IS THIS COURSE FOR?



- Video Production Professionals
Videographers, Cinematographers, Video Editors,
Assistant Camera Operators, Post-Production Executives
- Content & Media Creators
Content Creators, YouTubers, Influencers, Reel Makers, Short-Form Video Specialists
- Film & Creative Aspirants
Aspiring Filmmakers, Directors, Production Assistants,
Media and Film Students
- Digital & Brand Roles
Social Media Managers, Digital Content Managers, Brand Content Executives
- Freelancers
Freelance Video Editors, Freelance Videographers, Independent Creators
- Entrepreneurs & Business Owners
Entrepreneurs and Small Business Owners creating video content
- Organisational Professionals
Those responsible for shooting, editing, or managing video content for organisations
- Career Starters & Skill Builders
Anyone pursuing a career in video shooting and editing
Anyone building future-ready creative skills

WHAT WILL I LEARN?

HOW TO:

- Build a strong foundation in video creation by understanding the video industry, career paths, formats, resolutions, and the basics of visual storytelling.
- Master camera handling and shooting techniques using DSLR, mirrorless, and mobile cameras, including lenses, frame rates, shutter speed, ISO, composition, camera movements, and lighting setups through hands-on practice.
- Learn professional audio recording and on-location shooting techniques, including microphone types, clean sound capture, outdoor shoots, and handling real-world shooting challenges.
- Plan and execute shoots confidently with pre-production skills such as scripting, storyboards, shot lists, and client-focused planning for ads, reels, and branded content.
- Develop strong editing skills using industry-standard software, covering timelines, cuts, continuity, B-roll usage, text, titles, music, sound design, and platform-ready edits for reels and YouTube.
- Create a cinematic visual style through color correction, color grading, LUTs, transitions, speed ramping, green screen basics, and fixing imperfect footage professionally.
- Prepare for real-world work with advanced commercial editing, client handling, freelancing fundamentals, portfolio building, and a final professional showreel with platform-ready content.



LOOKING
FOR
MORE?

**TRY OUR OTHER
COURSES**

MODULES OF CAPABILITY

The modules are building blocks — of knowledge, of your creative career, and of the professional Video Shooter and Editor you are becoming. Each module is designed to strengthen your skills step by step, from foundational techniques to advanced production and post-production mastery.

We equip you with the tools, techniques, and confidence to perform at a professional level in the video industry. By the end of the course, you'll be able to independently plan, shoot, edit, and deliver high-quality video content with clarity, creativity, and industry-ready standards.

Here is what you need to know 1-10:

1. Video Industry & Career Basics
2. Cameras, Lenses & Settings
3. Composition & Camera Movement
4. Lighting & Interview Shooting
5. Audio & On-Location Shooting
6. Pre-Production & Planning
7. Video Editing Fundamentals
8. Effects, Text & Platform Editing
9. Color Grading & Cinematic Style
10. Commercial Work, Freelancing & Portfolio



VIDEO INDUSTRY & CAREER BASICS

This module introduces you to video as a professional skill and creative industry. You'll gain clarity on how video is used across platforms, explore career opportunities, and understand what it takes to build a future in video creation.

Topics covered include:

- Video industry overview
- Career paths
- Types of video work
- Video formats
- Aspect ratios
- Visual storytelling
- Audience intent
- Industry trends



CAMERA LENSES & SETTINGS

This module helps you understand how cameras work and how to use them confidently for professional shooting. You'll learn to control camera settings and lenses to capture well-exposed, sharp, and visually consistent footage across different shooting situations.

Topics covered include:

- Camera types
- Lens types
- Frame rates
- Shutter speed
- ISO
- Exposure control
- Practical camera handling
- Mobile vs camera shooting



COMPOSITION & CAMERA MOVEMENT

This module focuses on how to frame shots that look professional and visually appealing. You'll learn how composition and camera movement guide attention, enhance storytelling, and add a cinematic feel to your videos.

Topics covered include:

- Framing techniques
- Rule of thirds
- Shot sizes
- Camera angles
- Camera movements
- B-roll shooting
- Visual balance
- Continuity basics

LIGHTING & INTERVIEW SHOOTING

This module teaches you how to use light to shape mood, clarity, and professionalism in your videos. You'll learn practical lighting setups and techniques to confidently shoot interviews and talking-head videos in any environment.

Topics covered include:

- Natural vs artificial lighting
- Three-point lighting
- Subject positioning
- Interview lighting
- Indoor lighting setups
- Lighting for skin tones
- Avoiding harsh shadows
- Common lighting mistakes



AUDIO & ON-LOCATION SHOOTING

This module focuses on capturing clean, professional sound and handling real-world shooting environments. You'll learn how to record high-quality audio and manage common on-location challenges to ensure your videos look and sound polished.

Topics covered include:

- Importance of audio
- Microphone types
- Clean sound recording
- Outdoor shooting techniques
- Handling background noise
- Exposure challenges
- Field shooting practice
- On-location problem solving

PRE-PRODUCTION & PLANNING

This module teaches you how to plan videos professionally before the shoot begins. You'll learn how proper preparation saves time, improves quality, and ensures smooth execution, especially when working with clients or teams.

Topics covered include:

- Scriptwriting basics
- Storyboards
- Shot lists
- Planning shoots
- Understanding briefs
- Scheduling
- Location planning
- Client coordination



VIDEO EDITING FUNDAMENTALS

This module introduces you to professional video editing and post-production workflows. You'll learn how to organize footage, work efficiently in editing software, and build clean, well-structured edits that form the foundation of professional videos.

Topics covered include:

- Editing software interface
- Timelines
- Cuts and trims
- Importing footage
- Organizing media
- Editing workflow
- File management
- Codecs and formats



EFFECTS, TEXT & PLATFORM EDITING

This module focuses on enhancing videos with text, effects, music, and platform-specific techniques. You'll learn how to adapt your edits for different platforms while maintaining clarity, branding, and audience engagement.

Topics covered include:

- Text and titles
- Lower thirds
- Captions
- Fonts and branding
- Music selection
- Sound effects
- Editing for reels
- Platform aspect ratios



COLOR GRADING & CINEMATIC STYLE

This module teaches you how to give your videos a polished, cinematic look through color control. You'll learn how to balance shots, enhance mood, and create visual consistency across your edits.

Topics covered include:

- Color correction
- Color grading
- White balance
- Exposure control
- LUTs and presets
- Shot matching
- Cinematic looks
- Before and after grading

● COMMERCIAL WORK, FREELANCING & PORTFOLIO

This module prepares you for real-world professional work. You'll learn how to handle clients, deliver commercial projects, and present your skills through a strong portfolio and showreel.

Topics covered include:

- Commercial video editing
- Brand and product videos
- Client communication
- Revisions and feedback
- Pricing and contracts
- Freelancing platforms
- Portfolio building
- Showreel creation
- effective budget plans, ensuring maximum ROI for all of your digital endeavors.

CERTIFICATION

The course ends. Your new life begins.

Before stepping into the professional world, you'll test your skills through hands-on assignments and a final practical project. From planning and shooting to editing and final delivery, this process is designed to reflect real industry work.

Your Professional Diploma in Video Shooting and Editing becomes your creative credential. It represents practical expertise, industry standards, and your readiness to work with professional tools, workflows, and equipment.

Then comes the final assessment. Not a traditional exam, but a practical evaluation where you create, edit, and present your work on screen. It's focused, dynamic, and built around real-world video production.

You can complete the final project from anywhere. By the end, you're not just certified—you're an industry-ready creator prepared to thrive in the world of video production.

READY TO GET STARTED?

The Production world is ready for you. To respond, share, grow, anticipate, evolve. To find the edge and go further. Make your move and start your learning adventure.

Talk to an advisor today.

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