

Create Stunning Visuals and Elevate Your Storytelling with a Hands-on Workshop on Photography, Videography, and Reel Making

In today's digital age, visual storytelling has become one of the most powerful ways to connect, engage, and influence. As social media platforms continue to grow and dominate our online interactions, the ability to convey a message through compelling imagery and video is essential. The ubiquity of smartphones, combined with rapidly advancing technology, has turned everyday users into creators. Anyone with a phone in their pocket has the tools at their fingertips to create visually engaging content that can resonate across audiences, offering unprecedented opportunities for self-expression, communication, and professional growth.

Social media platforms like Instagram and YouTube have revolutionized how we consume and create content, shifting the focus to visuals—photos, videos, and reels that tell a story. In this content-driven world, it is no longer enough to simply capture a moment; creators need to understand the nuances of visual composition, video editing, and post-production to truly stand out. Whether for personal branding, professional growth, or just for fun, mastering the art of digital storytelling can elevate one's digital presence and transform how one communicates online.

Avid Learning presents '**Digital Storytelling: Mastering Mobile Photography, Videography, and Making Reels,**' a hands-on experiential workshop designed to help participants turn everyday moments into compelling, shareable content. The workshop led by *Content Creator and Social Media Strategist Parinaz Kharas* will guide attendees through practical techniques for making content creation both accessible and impactful. With just a smartphone, participants will explore the creative possibilities of mobile photography and videography, learning to transform simple shots into professional-quality visuals.

The workshop will delve into essential skills such as mastering lighting, framing, and camera settings to create stunning mobile photography. Participants will discover how to enhance their photo composition using the grid feature and quick editing techniques that give photos a polished look. For those interested in videography, the session will focus on shooting, editing, and optimizing videos for social media platforms. The second half of the workshop will specifically highlight reel-making, guiding participants through the process of creating professional reels with added impact through text, music, and voiceovers. Moreover, participants will learn how to enhance both images and videos using intuitive editing apps like VN and InShot, ensuring that their content grabs attention online.

Whether you're a beginner or looking to sharpen your skills, this immersive workshop will provide you with the confidence and creativity to craft and share polished, engaging content that stands out.

When: Saturday, 19th October 2024 | 10:00 am - 2:00 pm

Where: Essar House, Mahalaxmi, Mumbai

Fee: Rs. 3000 (Including GST and Refreshments)

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