



DRONE TECHNOLOGY

Empowering your Workforce for 30 years

ADVANCED DRONE TECHNOLOGY

Overview

The potential uses for drones are still in their infancy, and many of the ways in which drone technology will be implemented have yet to be determined. One current use, however, is in capturing aerial video to create more exciting and relevant television and web-based commercials. In this course, those with prior drone flying and photography experience will be provided with the opportunity to take their skills to a new level. In a classroom lab environment, students will first develop a subject for a commercial advertisement, plan a shooting script, and determine how best to integrate aerial footage into their ad. Out in the field, students will fly drones and capture all of the relevant footage needed to provide the foundation for their commercial. Students will be able to assemble their footage into a final 1-2 minute commercial by adding sound, voice overs and graphics to convey their message.

Objectives

After successfully completing the course, participants will be able to:

- Plan an advertisement using FPV (First Person Video) aerial video.
- Successfully pilot a drone and utilize video technology to capture video footage for a commercial advertisement.
- Demonstrate an ability to edit footage.
- Capture ambient sound and record dialogue.
- Demonstrate an ability to incorporate sound, graphics and other effects to create a broadcast ready commercial.

Format

Producing Commercials with Drone Technology is a 24-hour course, offered in multiple sessions. The course content is presented in an interactive, learner-centered style of facilitation. Instruction begins in a classroom lab environment then progresses to practicing drone flight out of doors. The course concludes with classroom instruction in methods for using aerial footage to create a 1-2 minute commercial.

Benefits

Participants learn the skills to effectively plan a commercial video advertisement, capture and transform aerial video into a sequence, then add sound, voice overs and graphics to convey the completed message.

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