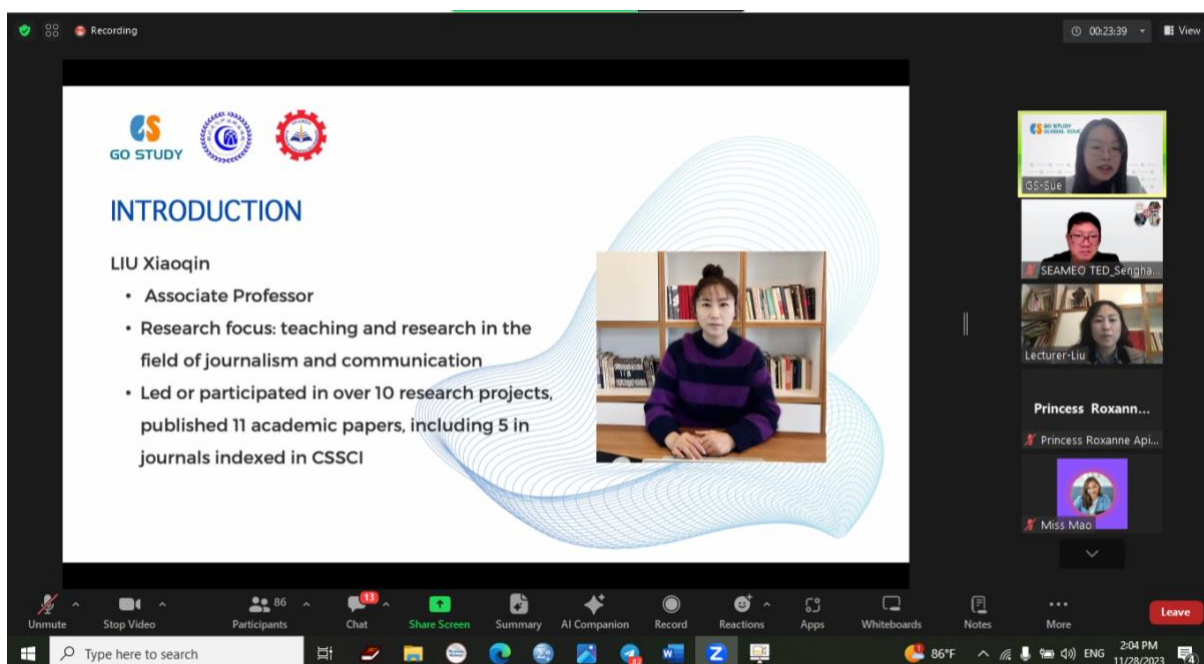




Online Training Course
on
Crafting Compelling News Stories with Short Video Production Techniques
28th November 2023, Time: 15:00-17:00 PM (GMT+8)

Southeast Asian Ministers of Education Organization Regional Centre for Technical Education Development (SEAMEO TED), Sichuan Vocational College of Cultural Industries and Go Study Global Education China co-organized an online training course on “**Crafting Compelling News Stories with Short Video Production Techniques**” participated by over 120 participants from eleven different countries consisting of Cambodia, Indonesia, the Philippines, Pakistan, Uganda, Malaysia, Brunei Darussalam, India, Qatar, Afghanistan, and Lao PDR. The course was held from 15:00 pm to 17:00 pm (GMT+8) on November 28, 2023 in the purpose of sharing knowledge and expertise on the art and innovation of news storytelling through the lens of short video production techniques by a Journalism and Communication Specialist Mrs. LIU Xiaoqin.



(Introduction of Lecturer's Background)

During the live lecture, a lecturer Mrs. LIU Xiaoqin gave her self-introduction and welcoming all participants from eleven different countries stressing the significances of the training topic and introduce the course's lesson techniques on leveraging technology to enhance short-form contents, teaching effective techniques for creating engaging narratives, and analyzing case studies for practical insights. Consequently, participants learnt more about some practical tips for crafting compelling narratives in video productions such as understanding the target audience, establishing

a clear message, creating engaging characters, building tension, visual storytelling, narrative structure, editing and pacing, sound and music, practice and feedback and test/analyze. The interaction and communication as parts of Q & A session were encouraged in terms of answering participants' questions, concerns or comments.



(Lecturer's Explanation)

In conclusion, this course provided participants with the valuable insights into the dynamic world of multimedia storytelling. Moreover, it also built up a good relationship among participants in the ASEAN region and another region. Participants were actively involved and enjoyed the course by raising the questions in chat box and answering questions asked by the lecturer. SEAMEO TED and Sichuan Vocational College of Cultural Industries will co-issue a certificate to the participants who attended the collaborative training as part of the continuous professional programs (CPDs).

