



Shoot Better with Your Smartphone

Instructor: Ashley Harris

Organization: Accelerate Augusta

Partner Institution: Augusta Technical College

Course Duration: 1 day, 2-hour session

Location: Augusta Tech Campus / On-Site (TBD)

Prerequisites: None – Open to all experience levels

Required Materials: Smartphone (iOS or Android), free video editing app (e.g., CapCut, VN, or iMovie)

Course Overview:

This hands-on course empowers participants to use their smartphones to create high-quality, professional-looking videos for social media, marketing, education, or personal storytelling. With a focus on lighting, framing, editing, and storytelling, students will gain the skills and confidence to produce content that connects with audiences—without needing expensive gear.

Learning Objectives:

By the end of this course, participants will be able to:

- Understand core visual storytelling principles
- Understanding composition: framing, angles, and visual balance
- Set up and shoot videos with optimal smartphone settings
- Use natural lighting and capture clear audio
- Edit short-form videos using free mobile apps
- Publish to platforms like Instagram, TikTok, and YouTube effectively

What to Bring:

- A fully charged smartphone (iPhone or Android)
- Charger or power bank
- Earbuds, tripod, or clip-on mic (optional but helpful!)
- A notebook or notes app
- Your creativity and willingness to be on camera!