



YOUTUBE & VLOGGING VIDEO PRODUCTION COURSE

30 DAYS PRACTICAL COURSE IN JAIPUR



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Course Overview

Build a High-Impact YouTube Channel or Vlog from Scratch

The future is video. Whether you're starting a YouTube channel, vlogging your lifestyle, or building a personal brand – quality content is the key to success. This 30-day **YouTube & Vlogging Video Production Course by SkillUpgrades** covers everything from planning to publishing.

You'll learn **how to create professional-looking videos using mobile** or DSLR, edit with tools like **Premiere Pro**, and grow your audience using YouTube SEO, branding, and monetization strategies.

Perfect for content creators, entrepreneurs, educators, and vloggers.

What You'll Learn

- Content planning and niche selection
- Scriptwriting and storytelling for YouTube
- Lighting, framing, audio, and camera basics
- Mobile and DSLR shooting techniques
- Video editing with Premiere Pro and mobile apps
- YouTube channel branding (thumbnails, banners, intros)



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- YouTube SEO: titles, tags, keywords & descriptions
- Creating engaging hooks and CTAs
- Monetization strategies: AdSense, sponsorships, affiliate marketing
- Vlogging techniques, travel shoots, and daily content ideas

Who Should Enroll

- Aspiring YouTubers and vloggers
- Business owners promoting services via YouTube
- Content creators & personal brand builders
- Freelancers creating content for clients
- Students and side-hustlers building a channel

Requirements

- Smartphone or DSLR camera
- Laptop with editing software (Premiere Pro or CapCut)
- Internet access and willingness to practice daily
- No prior experience required



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Course Modules – YouTube & Vlogging Video Production (30 Days)

Module 1: Content Planning & Channel Setup

- Picking a niche and content pillars
- Planning scripts, storyboards, and shot lists
- Setting up a professional YouTube channel

Module 2: Video Production Techniques

- Camera basics: lighting, angles, background, and sound
- Shooting with mobile and DSLR setups
- Using ring lights, microphones, and tripods



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Module 3: Video Editing Essentials

- Editing with Adobe Premiere Pro (basics to intermediate)
- Transitions, B-roll, text, and music
- Using mobile editors: CapCut, VN, InShot

Module 4: Channel Branding & Design

- Designing thumbnails with Canva
- Channel art, banners, logo, and intro animations
- Creating a consistent content theme and posting schedule
- Image and text data examples

Module 5: YouTube SEO & Growth

- Optimizing titles, descriptions, and tags
- Using TubeBuddy and VidIQ for keyword research
- Building watch time, engagement, and retention



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Module 6: Monetization & Vlogging Strategy

- Understanding YouTube monetization rules
- Building passive income through affiliate marketing
- Vlogging tips: travel, lifestyle, daily, and niche-focused content
- Final Project: Publish your first video and get channel feedback

Course Highlights

- Learn full YouTube production workflow in 30 days
- Real project: launch your own video or vlog
- Learn editing, branding, and marketing together
- Certificate of Completion
- Freelancing and growth mentorship support

Thank You



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