TRAINING
Capcut

LEARNING OBJECTIVES
- Learn to use the CapCut application to create dynamic videos
- Master editing, assembly and visual enhancement features
- Optimise videos for social media by following current trends
- Produce attractive, fast and impactful video content

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Marketing, communication and social media content professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE
- Inter-company training: €1,670 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
www.crews-education.com   1

DETAILED PROGRAM

- Introduction to CapCut
  - Installing the application (desktop and mobile)
  - Navigating the interface and creating projects
  - Overview of main features
- Basic video editing
  - Importing media, cutting and assembling
  - Adding music, voice-over and sound effects
  - Synchronising image and sound, adjusting rhythm
- Effects, filters and transitions
  - Using dynamic effects and trending transitions
  - Adding filters and colour corrections
  - Text animations, stickers and interactive elements
- Advanced customisation
  - Using CapCut Pro templates
  - Techniques for cropping, zooms and speed ramping
  - Adding automatic subtitles and synchronisation
- Export and publication
  - Optimising settings for TikTok, Instagram and YouTube
  - High-quality or compressed exports depending on channels
  - Tips to boost online video visibility
- Practical workshop
  - Creating a vertical video for social media
  - Applying all techniques covered during the training
  - Group debrief with personalised feedback

CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to independently produce professional and impactful videos using CapCut, ready to be shared on major social platforms.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com
Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
www.crews-education.com   3