



## Virtual Production Producers' Training Course

### Two Days for Experienced Producers

Embark on a transformative journey into the world of virtual production with our comprehensive two-day course. Designed for industry professionals seeking to expand their skill sets, this interactive program explores the intricacies of virtual production workflows, from core concepts to practical application.

The two day course will be held twice: once for producers who work in advertising or short-form content creation, and once for producers who work in drama and other long-form content.

## COURSE OVERVIEW

### Day One: Classroom Session

The first day commences with a captivating 30-minute demo of the virtual production stage, offering participants a first hand glimpse into its capabilities. Following this, the course tutor will introduce core concepts for VP, including Unreal Engine, camera tracking, the virtual art department, budgeting, scheduling, and sustainability.

#### Key Topics Covered:

- Budgeting and Brief Analysis: Delve into the nuances of budgeting for virtual production versus traditional location shoots, with a focus on volume size, equipment allocation, and crewing.
- Location Shoots vs. Virtual Production: Explore the financial and logistical considerations of both approaches, from location costs to crew dynamics and set design.
- Volume Size and Equipment: Analyse storyboard requirements to determine the ideal LED wall size and budget for camera and lighting equipment.
- Art Department and Assets: Learn to budget for set design and 3D asset creation, including considerations for props scanning and video plate sourcing.
- Scheduling Best Practices: Optimize shoot schedules by collaborating effectively with the virtual production team and Heads of Departments.
- Technical Considerations: Gain insights into camera movements, production design, and collaboration with the virtual production supervisor.



## GUEST SPEAKER

A guest speaker will share insights from their experiences in virtual production, followed by an interactive Q&A session where participants can ask questions to deepen their understanding.





## Day Two: Practical Activities

The second day offers hands-on learning through practical activities and group exercises.

- Case Study Comparison: Participants analyse sample budgets for virtual production and location shoots, exploring differences in line items and budgeting approaches.
- Creative Brief Assessment: Evaluate the feasibility of creative briefs for virtual production, considering suitability and execution methods.
- Interactive Group Activity: Collaborate in small teams to develop briefs for projects to be shot in virtual production, pitching ideas and action plans to tutors.



## LEARNING OUTCOMES

By the end of the course, participants will:

- Understand the advantages of virtual production, including time and cost savings, creative flexibility, and environmental sustainability.
- Identify key roles and collaborative dynamics on a virtual production stage, fostering early coordination among Heads of Departments.
- Assess creative briefs for suitability in virtual production and create optimized schedules tailored to virtual production workflows.
- Navigate the nuances of virtual production budgeting, including equipment allocation, asset creation, and crewing.
- Gain insights from industry experts and apply knowledge to future projects, leveraging virtual production techniques effectively.



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