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Comprehensive Professional Curriculum & Portfolio Builder

VIDEO EDITING COHORT

MASTERCLASS BLUEPRINT

12-WEEK VIDEO EDITING & CREATOR OFFLINE PROGRAM

Meet the instructors

LEARN DIRECTLY FROM ACTIVE CREATIVE DIRECTORS, GROWTH STRATEGISTS, AND WORKING MEDIA EDITORS WHO DELIVER ACTUAL CORPORATE RESULTS DAILY



ARJUN
CEO



PARITHI
Head of Design



CHANDRU
Senior Creative Strategist & Visualiser



AJAY
Video Editor, Design

The Weekly Learning Rhythm

A PRECISION ENGINEERED OPERATIONAL CYCLE DESIGNED TO BALANCE HEAVY TECHNICAL APPLICATION, FEEDBACK LOOPS, AND PREVENT CREATIVE BURNOUT

WEDNESDAY	Pre-recorded – Export and delivery
THURSDAY	Task - Final project planning
FRIDAY	Break
SATURDAY	Offline – Final project execution
SUNDAY	Queries – Delivery issues
MONDAY	Break
TUESDAY	Live + Task – Portfolio ready output

WEEK - 1

Premiere Pro Basics & Short Form Retention

- **Technical Stack:** Premiere Pro interface orchestration, Importing frameworks, Simple Cuts, Export rules, and Proxy workflows.
- **Creative Strategy:** Retention science basics, thumb-stopping hook generation, viral reel breakdown.
- **Assignment:** Paced cut of provided raw production footage; analyze 3 viral reels.

WEDNESDAY	Pre-recorded – Retention basics, hooks, examples
THURSDAY	Task - Analyse 3 viral reels
FRIDAY	Break / Finish task
SATURDAY	Offline – Edit 20–30 sec reel
SUNDAY	Queries – Cuts, Captions, Pacing
MONDAY	Break
TUESDAY	Live + Task – Improve retention

WEEK - 2

A-Roll, B-Roll and Motion Planned Editing

- **Technical Stack:** Precision cuts, complex effect structures, advanced captions, Creative Supers, Roto tools, and industry plugins.
- **Creative Strategy:** A-Roll vs B-Roll cognitive planning, flow/continuity systems, visual planning maps.
- **Assignment:** 15-20 sec explainer edit adding B-rolls, transitions, and Premiere object selection.

WEDNESDAY	Pre-recorded – A-roll vs B-roll thinking
THURSDAY	Task - Create a visual plan
FRIDAY	Break / Finish task
SATURDAY	Offline – 15–20 sec explainer edit
SUNDAY	Queries – Flow and continuity
MONDAY	Break
TUESDAY	Live + Task – Improve clarity

WEEK - 3

Motion Graphics Fundamentals

- **Technical Stack:** After Effects interface mapping, Dynamic Link with Premiere Pro, seamless UI workflows, and foundational motion graphics.
- **Creative Strategy:** Essential principles of animation, precise typography, keyframes and easing mechanics.
- **Assignment:** Animated lower third creation and integration; motion graphics reference collection.

WEDNESDAY	Pre-recorded - Motion basics and typography
THURSDAY	Task - Collect motion references
FRIDAY	Break / Finish task
SATURDAY	Offline - Animated lower third
SUNDAY	Queries - Keyframes and easing
MONDAY	Break
TUESDAY	Live + Task - Polish motion

WEEK - 4

Colour Correction and Grading

- **Technical Stack:** Design toolsets, Lumetri Color engines, LUT logic, and scope optimization.
- **Creative Strategy:** Psychological color theory, isolating skin tones, fixing bad exposure, replicating movie looks.
- **Assignment:** Full grading of a 20-30 sec timeline based on target mood and narrative tone blocks.

WEDNESDAY	Pre-recorded – Colour theory and correction
THURSDAY	Task - Identify colour issues
FRIDAY	Break / Finish task
SATURDAY	Offline – Grade 20–30 sec clip
SUNDAY	Queries – Skin tones and exposure
MONDAY	Break
TUESDAY	Live + Task – Match shots

WEEK - 5

Audio Editing and Sound Design

- **Technical Stack:** Industry-grade vocal mixing, multi-layered Foley asset building, automated audio ducking, and generative AI voice cloning.
- **Creative Strategy:** Timeline audio cleaning, noise extraction, sound levels, spatial audio mixing, audio quality analytics.
- **Assignment:** Multi-layered sound mix with custom BGM, SFX layer builds, and ambient noise cleaning.

WEDNESDAY	Pre-recorded - Audio fundamentals
THURSDAY	Task - Analyse audio quality
FRIDAY	Break / Finish task
SATURDAY	Offline - Clean and mix audio
SUNDAY	Queries - Noise and levels
MONDAY	Break
TUESDAY	Live + Task - Audio polish

WEEK - 6

AI Tools for Repurposing Content

- **Technical Stack:** Advanced AI prompt engineering, automated short-form clipping engines, and generative text-to-video synthesis models.
- **Creative Strategy:** AI tooling overview, multi-clip content repurposing pipelines, manual post AI refinement.
- **Assignment:** VFX sequence generation with explicit 3D/2D tracking components.

WEDNESDAY	Pre-recorded - AI tools overview
THURSDAY	Task - Repurpose content using AI
FRIDAY	Break / Finish task
SATURDAY	Offline - Manual refinement of AI output
SUNDAY	Queries - Workflow doubts
MONDAY	Break
TUESDAY	Live + Task - Improve AI clips

WEEK - 7

AI B-Roll and Instant VFX

- **Technical Stack:** Generative AI video prompt engineering, text-to-video synthesis platforms, instant masking and automatic tracking engines.
- **Creative Strategy:** Maintaining absolute visual style consistency, cinematic framing parameters for AI assets, photorealism matching.
- **Assignment:** Generate a series of cinematic AI B-roll assets based on a provided script and seamlessly integrate them into a real-world video.

WEDNESDAY	Pre-recorded - AI B-roll concepts
THURSDAY	Task - Generate AI B-roll
FRIDAY	Break / Finish task
SATURDAY	Offline - Integrate AI B-roll
SUNDAY	Queries - Realism and ethics
MONDAY	Break
TUESDAY	Live + Task - Polish sequence

WEEK - 8

Long-Form and Podcast Editing

- **Technical Stack:** Multi-camera track synchronization, ripple editing workflows, multi-track audio leveling, and structural timeline nesting.
- **Creative Strategy:** Long-form audience retention psychology, identifying pacing flaws and dead spaces, narrative flow optimization.
- **Assignment:** Extract and edit a hyper-optimized 45–60 second promotional highlight from a raw podcast file.

WEDNESDAY	Pre-recorded - Long form psychology
THURSDAY	Task - Identify weak sections
FRIDAY	Break / Finish task
SATURDAY	Offline - 45–60 sec highlight edit
SUNDAY	Queries - Pacing and flow
MONDAY	Break
TUESDAY	Live + Task - Tighten storytelling

WEEK - 9

Thumbnail Design & CTR Optimization

- **Technical Stack:** Advanced graphic layout composition, high-conversion thumbnail creation, typography formatting tools, and A/B test modeling.
- **Creative Strategy:** High-CTR psychology frameworks, visual hierarchy and composition mapping, color contrast theory, and competitive CT analysis.
- **Assignment:** Design 3 distinct high-CTR thumbnail concepts emphasizing strong typographic contrast and visual hierarchy.

WEDNESDAY	Pre-recorded - Thumbnail psychology
THURSDAY	Task - Analyse thumbnails
FRIDAY	Break / Finish task
SATURDAY	Offline - Create 3 thumbnail options
SUNDAY	Queries - Typography and contrast
MONDAY	Break
TUESDAY	Live + Task - Improve CTR

WEEK - 10

AI-Assisted Viral Hooks

- **Technical Stack:** AI script generation toolkits, dynamic auto-captioning templates, and multi-format asset synchronization.
- **Creative Strategy:** Viral hook psychology frameworks, audience attention spans, retention drop-off analytics, and opening visual pacing.
- **Assignment:** AI-assisted hook concepts and edit a hyper-engaging 5-second video opening intro designed to maximize viewer retention.

WEDNESDAY	Pre-recorded - Hook frameworks
THURSDAY	Task - Generate hook ideas
FRIDAY	Break / Finish task
SATURDAY	Offline - Edit viral intros
SUNDAY	Queries - Openings and patterns
MONDAY	Break
TUESDAY	Live + Task - Refine hooks

WEEK - 11

Storytelling & Script-Based Editing

- **Technical Stack:** Text-based timeline editing panels, multi-layer narrative nesting layouts, and advanced trim-and-ripple tools.
- **Creative Strategy:** Three-act narrative structure mapping, script breakdown and dialogue pacing adaptation, and emotional beat calibration.
- **Assignment:** Perform a structural rewrite of a provided script to fix pacing flaws, and execute a story-driven video.

WEDNESDAY	Pre-recorded - Story structure
THURSDAY	Task - Rewrite script
FRIDAY	Break / Finish task
SATURDAY	Offline - Story driven edit
SUNDAY	Queries - Emotional beats
MONDAY	Break
TUESDAY	Live + Task - Tighten narrative

WEEK - 12

Technical Mastery and Final Project

- **Technical Stack:** High-fidelity encoding configurations, bit-rate optimization standards, render cache troubleshooting, and platform-specific export preset parameters.
- **Creative Strategy:** Capstone project architecture planning, quality assurance (QA) delivery checklists, and client asset handover protocols.
- **Assignment:** Plan, execute, and deliver a comprehensive final masterclass project and formatted as a launch-ready portfolio asset.

WEDNESDAY	Pre-recorded - Export and delivery
THURSDAY	Task - Final project planning
FRIDAY	Break / Finish task
SATURDAY	Offline - Final project execution
SUNDAY	Queries - Delivery issues
MONDAY	Break
TUESDAY	Live + Task - Portfolio ready output

The Industrial Internship Experience

DIRECT CORPORATE IMMERSION & BRAND INTEGRATION

- **Live Client Briefs** - Execute actual market content briefs, breaking past simulated classroom guidelines to face genuine production pressure and compliance limits.
- **Global Brand Work** - Build recognizable credits onto your resume, working hand-in-hand with campaigns shaped under the guidance of agency-level creative directors.
- **Production Fitness** - Master real-world speed and timeline discipline, training your mind and tools to deploy creative assets under firm commercial turnarounds.

Transition effortlessly from a student ecosystem straight into an agency setting. Spend 12 full weeks working directly with real-world global brands on live execution pipelines.

Cohort Culture & Community Ecosystem

- **Professional Accountability & Identity** All members must use their authentic professional identity across all digital workspaces and communication channels. Your digital profile must reflect professional industry standards.
- **Dedicated Learning Focus** External unvetted communication groups or unofficial circles outside the official Idea School workspace are strictly prohibited to protect student privacy and preserve community integrity.
- **Productive Focus Boundaries** Conversations must remain focused on creative tech production, growth strategy, and commercial portfolio building. Divisive socio-political topics are excluded from workspaces to maintain peak student productivity and avoid conversational distractions.

The Studio Code of Conduct

- **Proactive Industry Commitment** Students are expected to fully immerse themselves in the studio ecosystem, attend all scheduled offline/live sessions, and deploy assignments strictly on schedule. Approach feedback loops with an active mindset geared toward continuous iteration.
- **The Peer Feedback Loop** Treat every cohort member with professional courtesy, collaboration, and constructive intent. Deliver actionable critique on peer timelines and review others' work without personal bias.
- **Creative Integrity & Anti-Plagiarism** Uphold strict creative integrity. Plagiarism, unauthorized copying, or failing to credit source material will lead to immediate review and potential removal from the program.

Operational Boundaries & Studio Integrity

- **Confidentiality of Asset Vaults** Respect the privacy and assets of your peers. All project files, raw footage reels, internal toolkits, and feedback discussions inside the Idea School ecosystem are proprietary and must remain confidential.
- **Zero Tolerance for Discrimination** Idea School maintains an inclusive environment built on mutual respect. Any form of bias, harassment, or derogatory behavior across digital platforms or offline sessions will result in an immediate, non-refundable ban.
- **Strict Anti-Spam & Promotion Controls** Indiscriminate links, self-promotional campaigns, or outside server invitations are prohibited. Shared resources must carry clear contextual value for digital media workflows.
- **Finality of Faculty Review** The management and creative staff oversee all portfolio approvals and cohort adjustments. Decisions concerning portfolio standard compliance, professional conduct, or program placement access are final.

The studio is prepped,
the workstations are ready, and
your seat is waiting!



Idea School (ideaschool.pro) is the premier learning eco-system built to nurture creative technical minds and inspire game-changing professional innovation. It functions as the go-to platform for individuals seeking mastery in digital media, advertising, and creative tech production.