

# From idea to Audience



# YouTube Intensive

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This five-day intensive is designed for early-career media professionals, content producers, and creators who want to approach YouTube as a sustainable, strategic platform.

Create smarter. Film more  
efficiently. Build with  
intention

# Introduction

**London Film School is one of the world's leading filmmaking institutions.**

This five-day professional intensive is designed for early-career media professionals, content producers, and creators who want to approach YouTube as a sustainable, strategic platform rather than an experimental side project.

The course reflects how successful creator-led content is commissioned, developed, and scaled today, combining creative decision-making with platform literacy and production efficiency.

Participants move from instinct-led posting to a clearer professional framework, developing formats, workflows, and audience strategies that align with industry expectations, analytics, and realistic growth pathways.

# What You'll Develop

**Build confidence.**

**Grow networks.**

**Stop guessing.**

- A clear, professional content concept or channel direction
- Repeatable workflows for ideation, filming, editing, and publishing
- Editing and storytelling techniques that support watch-time and retention
- Professional approaches to titles, thumbnails, metadata, and publishing
- Confidence using analytics to inform creative and strategic decisions
- A realistic plan for growth, sustainability, and next professional steps

# How the Course Works

**Taught by professional filmmaker Aasaf Ainapore**

The course combines short lectures, structured exercises, and practical production work. Participants analyse real platform data, develop content formats, and apply professional workflows aligned with branded content, digital publishing, and broadcast-adjacent production environments.

Teaching is grounded in current industry practice and focuses on transferable skills relevant to digital production roles and creator-led careers.

# Who This Course is For

**No prior professional YouTube experience is required.**

- Early-career professionals working in media, marketing, or content role
- Junior producers, assistants, or creatives expanding digital output
- Creators moving from short-form platforms to long-form YouTube content
- Graduates seeking clearer professional direction within digital media

Aasaf is a multi  
award-winning  
director of  
branded digital  
content, with over  
twenty years of  
experience.

Participant, Aasaf's  
'Directing Commercials  
Bootcamp'



Media is changing, and YouTube is leading that shift. With over 2 billion monthly logged-in users and 1 billion hours watched daily, it's where attention now lives.

Audiences choose creators over channels and algorithms over schedules. In key markets, YouTube reaches 18–49 year-olds more than any TV network, making it the primary screen for the next generation.

The future of media is digital, on-demand, and creator-led, and YouTube is built for exactly that.

**Book now**  
**via our**  
**website**