



# CONTENT CREATOR BOOTCAMP

3-DAY ON-CAMPUS CREATIVE EXPERIENCE

NEP 2020 ALIGNED

CLASSES 6-12

TEAM BASED

CREATE. CAPTURE. CONNECT.

# WHAT IS THE CONTENT CREATOR BOOTCAMP?

A Content Creator Bootcamp is a structured, high-energy, hands-on creative experience where students learn to think, create, and communicate like real-world content creators using storytelling, photography, video, writing, design, and on-camera expression together as one integrated skill set.

Students don't just learn individual tools, they learn how to combine them to build a complete, purposeful content piece from idea to showcase.

## THIS IS NOT

- A social media training or influencer workshop
- A technical camera or editing class
- A pre-recorded video course
- Screen time disguised as learning

## THIS IS

- A creative thinking and visual communication experience
- A team-based project where students build a complete content piece from scratch
- A guided journey: Idea → Plan → Create → Showcase
- A confidence-building, NEP-aligned skill activation program

# WHY CONTENT CREATION?

Content creation is the defining skill of this generation. It sits at the intersection of every creative skill Build Jam teaches – visual storytelling, photography, video, design, writing, and on-camera expression.

## THE REAL PROBLEM IS NOT LACK OF CONTENT

- There is unlimited content online. But there is:
- No structure or guided starting point for kids
- No accountability or outcome focus
- No safe, offline, mentor-led environment
- No activation – kids don't fail due to lack of interest, they fail due to lack of a starting push

## WHY NOW?

- Visual communication dominates the modern world – it's a life skill, not a hobby
- Creative skills are becoming essential for future careers and self-expression
- Schools are actively seeking NEP 2020-aligned experiential programs
- Union Budget 2026–27 announced AVGC Content Creator Labs in 15,000 secondary schools and 500 colleges

# SKILLS COVERED IN THIS BOOTCAMP

## **VISUAL STORYTELLING**

Story structure, visual narrative,  
hook-story-payoff framework

## **PHOTOGRAPHY**

Composition, framing, angles, light  
awareness, hero shots

## **VIDEO CREATION**

Camera movements, scene  
shooting, transitions, stability

## **CREATIVE WRITING**

Captions, titles, hooks, scripts, call-  
to-actions

## **GRAPHIC DESIGN THINKING**

Layout sense, visual hierarchy,  
colour and text placement

## **ON-CAMERA EXPRESSION**

Speaking to camera, hosting,  
presenting, voice clarity

## **WHAT KIDS LEAVE WITH**

- Completed Content Project
- Certificate of Completion
- Confidence in Visual Communication



# 3 DAYS. ONE PROJECT.

EACH DAY BUILDS ON THE LAST. KIDS GO FROM LEARNING TO CREATING TO SHOWCASING.

## CONTENT THINKING LAB

01  
DAY

### WHAT KIDS LEARN

- What is content? Consuming vs creating
- Storytelling structure: Hook → Story → Payoff
- Choosing a format: photo story, video or reel
- Storyboarding, scripting & planning
- On-camera confidence warm-ups

OUTCOME: Each team has a clear concept, storyboard & plan

## CAPTURE & CREATE STUDIO

02  
DAY

### WHAT KIDS LEARN

- Camera basics: framing, composition, angles, light
- Photography: hero shots, BTS, moments
- Video: movements, scene coverage, transitions
- On-camera: speaking, hosting, presenting
- Writing: captions, titles, hooks, story text

OUTCOME: Teams have all raw material ready for the final build

## CONTENT PREMIERE

03  
DAY

### WHAT KIDS LEARN

- Editing & sequencing photos, clips, text
- Adding titles, captions, graphics & music
- Presenting & explaining creative choices
- Mentor-guided refinement & final polish

OUTCOME: Completed Content Project showcased to everyone

# REAL WORK. REAL PRIDE.

CREATE. CAPTURE. CONNECT.

Children don't just learn content creation – they learn to think visually, work as a team, and express their ideas with confidence.

## VISUAL OBSERVATION

Both should end with a period: "Learn to observe and capture meaningful moments with intent, not just random clicks."

## TECHNICAL FOUNDATIONS

Understand composition, framing, light basics, and camera handling fundamentals.

## STORYTELLING SKILLS

Structure ideas into compelling narratives using the hook-story-payoff framework.

## TEAMWORK & COLLABORATION

Work in teams to plan, execute shoots, and build a project together

## CREATIVE CONFIDENCE

Build confidence in presenting creative work and expressing ideas visually.

## CRITICAL THINKING

Students make creative decisions at every stage

## EXPERIENTIAL LEARNING

Students learn by doing, not watching

## FINAL SHOWCASE

Create a complete Photo Story Project and present it in a Photo Exhibition.

# WHAT IS BUILDJAM?

WE ARE A SKILL DISCOVERY PLATFORM.

Build Jam helps children start, explore, and build confidence in creative skills – something most never do despite having interest. We design hands-on, outcome-driven creative experiences for kids and teens, delivered inside schools and guided environments.

We are not a tuition centre. We are not a hobby class. We are not an online course.

## WHAT WE BELIEVE:

- Every child is creative – they just need a starting push
- Learning should be hands-on, not passive
- Confidence comes from creating something real
- Schools are the best place to activate creative skills

## OUR OTHER BOOTCAMPS :

AI & Creative Technology

Video Creation & Filmmaking

Photography

Graphic Design & Visual  
Design

Creative Writing & Scripting

Visual Storytelling

and many more...



**buildjam**

the future belongs to the curious

*Where kids go from watching content to creating it.*

**CONTACT:**

Email: [contact@buildjam.co](mailto:contact@buildjam.co)

Contact Number: 9125544812

Website: [buildjam.co](http://buildjam.co)



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