Mobile Video for Web

Shooting and Editing video
• Video for Web
• Attention span
• 15 seconds Instagram
• 1 Minute now
• 30 seconds Twitter
• 10 Minutes for Youtube
• 10 seconds for Snapchat
Know your Phone
Always shoot video in LANDSCAPE
Steady Movement
Light Issues
Sound issues
Zooming is bad
Battery Life
It is really not that hard
Shooting video

A roll and B roll
Interviews

• Horizontal
• Move as close as you can
• Frame: off center
• Watch for background
• Make sure sound is clear
• Steady hands
• 15 seconds only
The Five-shot method

• After identifying an activity, don’t shoot it only once
  • Shoot it several times
  • Different shots
• Make sure that when you shoot a certain shot, keep shooting for 10 seconds at least if camera
• For phone or Instagram : shoot 5 seconds
The Five shot method

- Extreme close-up
  - Close up of action
- Close-up
  - Face of person doing the action
- Medium shot
  - Face and action
- Over the shoulder
  - Point of view of person doing
- Anything interesting
Framing your shot

• Make sure you frame before you hit the record button
• Frame
• Press the record button
• Stay still for 5 seconds
• Stop recording
• Never swing to the next thing, always stop recording before the next frame

• Try the following but be steady:
  • Pan: move camera right to left
  • Tilt: move camera up and down
  • Zoom

• Do Not ZOOM
Assignments

• **Covering Events**
  • Shooting Action
  • Interviews
  • Instant
  • Use hashtag
  • Drive traffic
  • Social

• Promos
• Educational
• Short film
• Creative
  • Time-lapse
  • Slow Motion
Covering Events
Promos
Be Creative