

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



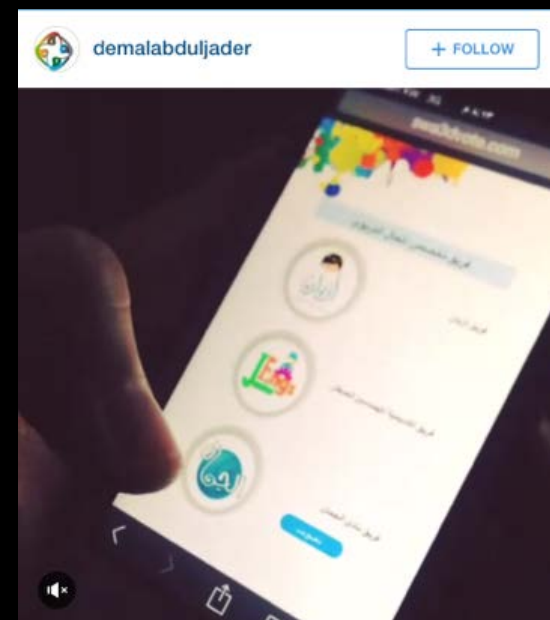
Framing your shot

- 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



