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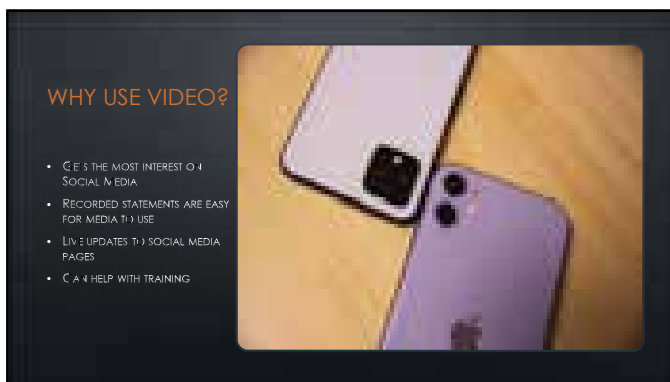
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## HERE'S AN EXAMPLE

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## TYPES OF VIDEO

- **LIVE VIDEO** - MOST STRAIGHT-FORWARD, LIVE BROADCAST T-3 SOCIAL MEDIA
- **INTERVIEW/STATEMENT** - CAN BE RECORDED & EDITED OR LIVE
- **VOICE OVER** - EDITED SEQUENCE C-3 VIDEO WITH VOICE TRACK A-3 NARRATION
- **NATURAL SOUND** - EDITED SEQUENCE USING INTERVIEW T-3 NARRATE OR SOUND FROM THE ENVIRONMENT T-3 TELL THE STORY
- **PACKAGE** - MOST CHALLENGING, EDITED SEQUENCE WITH VOICE OVER AND INTERVIEW

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## SHOOTING VIDEO

- **RESOLUTION** - WHAT IS IT AND WHICH IS RIGHT FOR YOU?
  - 480p, 720p, 1080p, 4K
  - HIGH DEFINITION IS THE STANDARD
  - THE HIGHER THE NUMBER, THE HIGHER THE QUALITY.
  - THE HIGHER THE NUMBER, THE MORE SPACE IT TAKES UP.
  - \*\*\*RECOMMEND STORING RAW FOOTAGE ON A COMPUTER, CLOUD OR EXTERNAL HARD DRIVE\*\*\*

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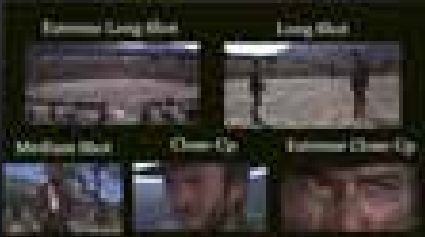
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## SHOOTING VIDEO

- SHOT TYPES
  - WIDE, MEDIUM, TIGHT
  - EACH HAS A PURPOSE




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## SHOOTING VIDEO

- SHOT TYPES EXAMPLE




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## SHOOTING VIDEO

- MAKE YOUR SUBJECT LOOK GOOD.
  - FRAMING YOUR SHOT
    - AVOID THE "CEILING SHOT"
    - KEEP CAMERA AT OR JUST ABOVE EYE LEVEL
    - BEST TO SET CAMERA ON SOMETHING STEADY




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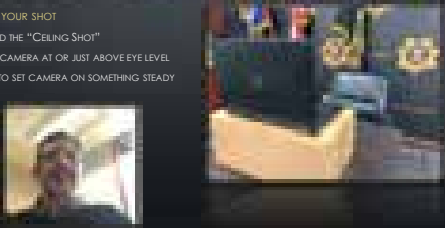
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## SHOOTING VIDEO

- MAKE YOUR SUBJECT LOOK GOOD.
  - FRAMING YOUR SHOT
    - AVOID THE "CEILING SHOT"
    - KEEP CAMERA AT OR JUST ABOVE EYE LEVEL
    - BEST TO SET CAMERA ON SOMETHING STEADY




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## SHOOTING VIDEO

- MAKE YOUR SUBJECT LOOK GOOD.
  - FRAMING YOUR SHOT
    - DON'T SET UP TOO FAR BACK
    - PEOPLE SHOTS ARE TYPICALLY HEAD AND SHOULDERS UNLESS THEY'RE DOING SOMETHING VISUAL
    - CLOSE UPS SHOW EMOTION

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## SHOOTING VIDEO

- MAKE YOUR SUBJECT LOOK GOOD.
  - FRAMING YOUR SHOT
    - FOR STATEMENTS, LOOK AT CAMERA
    - FOR INTERVIEWS, LEAVE "TALKING SPACE"

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## SHOOTING VIDEO

- MAKE YOUR SUBJECT LOOK GOOD.
  - FRAMING YOUR SHOT
    - FOR STATEMENTS, LOOK AT CAMERA
    - FOR INTERVIEWS, LEAVE "TALKING SPACE"




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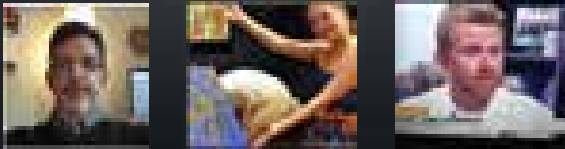
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## SHOOTING VIDEO

- MAKE YOUR SUBJECT LOOK GOOD.
  - WATCH THE BACKGROUND
  - WHAT'S WRONG WITH THESE SHOTS?




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## SHOOTING VIDEO

- ZOOM WITH YOUR FEET
  - CAMERA PHONES AREN'T MADE FOR ZOOMING
    - LOSE RESOLUTION
    - SHOT GETS SHAKIER THE MORE YOU ZOOM IN




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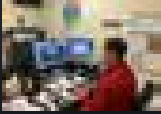
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## NOW IT'S YOUR TURN

- SHOOT A SEQUENCE TO TELL THE STORY THAT YOU'RE HERE
  - WIDE SHOT, MEDIUM SHOT, TIGHT SHOT
  - HOLD EACH SHOT FOR 15 SECONDS

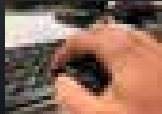
Wide



Medium



Tight




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## SHOOTING VIDEO

- CONSIDER A TRIPOD OR GIMBAL/STABILIZER
  - STABILIZE YOUR SHOT
  - FREE UP YOUR HANDS
  - MOUNT MICROPHONE AND LIGHT
  - SOME WORK WITH MULTIPLE CAMERAS




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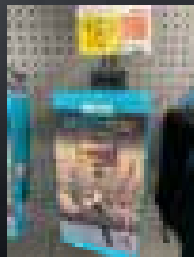
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## SHOOTING VIDEO

- INEXPENSIVE TRIPOD OPTIONS




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## PRODUCTION VALUES

- WHY THE DETAILS MATTER
  - AUDIO
  - LIGHTING

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## PRODUCTION VALUES

- LIGHTING
  - BAD LIGHT CAN RUIN YOUR VIDEO
  - THE SUN CAN BE YOUR FRIEND OR YOUR ENEMY
  - BE CAREFUL WITH OVERHEAD LIGHT

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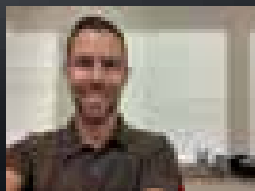
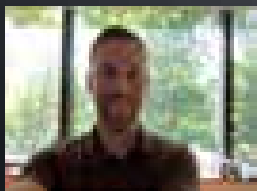
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## PRODUCTION VALUES

- LIGHTING
  - TOO MUCH BACKLIGHT



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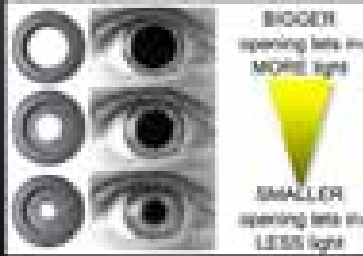
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## WHY DOES THIS HAPPEN?

- MOST CAMERAS USE AUTOMATIC SETTINGS INCLUDING APERTURE
- APERTURE IS LIKE THE IRIS OF YOUR EYE




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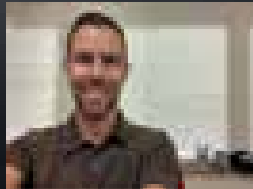
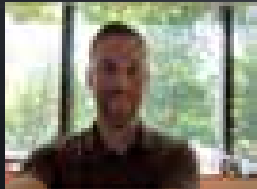
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## PRODUCTION VALUES

- TOO MUCH BACKLIGHT
- HOW DO WE FIX THIS?
- CLOSE THE BLINDS
- TURN AROUND
- CHANGE LOCATIONS
- LIGHT YOURSELF FROM THE FRONT




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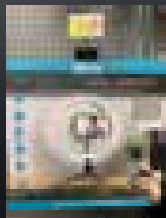
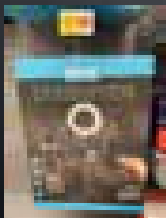
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## PRODUCTION VALUES

- LIGHTING EQUIPMENT




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## WHAT'S MISSING HERE?




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## WHAT'S MISSING HERE?




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## PRODUCTION VALUES

- ADDING MUSIC
  - WATCH YOUR LEVELS
  - DON'T OVERPOWER VOICE TRACK OR NATURAL SOUND
  - USE ROYALTY-FREE TRACKS
  - YOUTUBE STUDIO FREE MUSIC LIBRARY OR IN EDITING APP

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## YOUR PHONE'S MICROPHONE ISN'T THAT GOOD

TOO FAR AWAY

CLOSE UP IS BETTER

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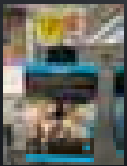
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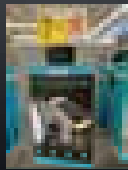
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## INEXPENSIVE MICROPHONE OPTIONS

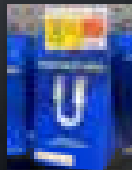
SHOTGUN MIC:



LAPEL/LAVALIER MIC:



ADAPTER




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## LET'S SHOOT AN INTRO & TAG

- QUICK INTRODUCTION INTO CAMERA

"HELLO,

I'M (YOUR NAME) FROM THE (YOUR DEPARTMENT).

THIS WEEK, I'M HERE AT THE SHERIFF'S ASSOCIATION CONFERENCE DOING SOME TRAINING. TODAY I'M LEARNING HOW TO SHOOT AND EDIT VIDEO USING JUST MY PHONE. WHEN I'M DONE, I'LL KNOW HOW TO EDIT A BASIC VIDEO. THANKS FOR WATCHING."

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## LET'S EDIT

- USE THE FOOTAGE YOU ALREADY SHOT
  - OPEN KINEMASTER APP
  - LAY DOWN YOUR INTRO AND SCRIPT VIDEO FIRST
  - LAY DOWN SEQUENCE VIDEO
  - TRIM YOUR CLIPS SO YOU COME BACK ON SCREEN AS YOU'RE SAYING GOODBYE TO YOUR AUDIENCE

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## KINEMASTER TUTORIAL VIDEO

- [WWW.YOUTUBE.COM/WATCH?v=C4QCY8K1RJI](http://WWW.YOUTUBE.COM/WATCH?v=C4QCY8K1RJI)

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## QUESTIONS OR COMMENTS?

- GBISSELL@JEFFCOMO.ORG
- 636-797-5053
- @JEFFCOMOSHERIFF
- THANK YOU!

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