









SHOOTING VIDEO

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



SHOOTING VIDEO

- SHOT TYPES EXAMPLE



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

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.
 - WATCH THE BACKGROUND
 - WHAT'S WRONG WITH THESE SHOTS?



SHOOTING VIDEO

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



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



SHOOTING VIDEO

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



SHOOTING VIDEO

- INEXPENSIVE TRIPOD OPTIONS



PRODUCTION VALUES

- WHY THE DETAILS MATTER
 - AUDIO
 - LIGHTING

PRODUCTION VALUES

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

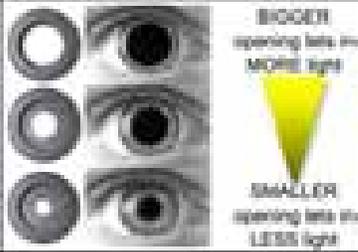
PRODUCTION VALUES

- LIGHTING
 - TOO MUCH BACKLIGHT



WHY DOES THIS HAPPEN?

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



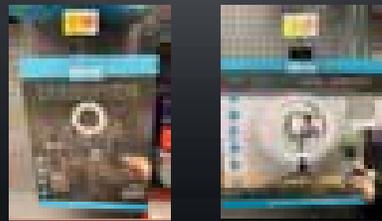
PRODUCTION VALUES

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



PRODUCTION VALUES

- LIGHTING EQUIPMENT



WHAT'S MISSING HERE?



WHAT'S MISSING HERE?



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

YOUR PHONE'S MICROPHONE ISN'T THAT GOOD

TOO FAR AWAY
CLOSE UP IS BETTER

INEXPENSIVE MICROPHONE OPTIONS

SHOTGUN MIC:	LAPEL/LAVALIER MIC:	ADAPTER
		

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."

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

KINEMASTER TUTORIAL VIDEO

- WWW.YOUTUBE.COM/WATCH?V=C4QCY8K1RJI

QUESTIONS OR COMMENTS?

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- THANK YOU!
