

Video Tips & Tricks

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Agenda

- **10:00-10:15am - Welcome & Introductions**
 - Training Overview
 - What's in your media kit?
 - Why record on your phone?
- **10:15-11:30am - Lecture**
- **11:30-12:00pm - Lunch Break**
- **12:00-1:30pm - All Together Now**
 - Media Kit Review
 - Breakout Sessions
 - Practicing Tips & Tricks
- **1:30-2:00pm - Close and Q&A**



Welcome & Introductions

- **Taylor Johnson** - Multimedia Content Producer
 - Received Bachelor's in Communications from CLU. Associates in Film, Television, and Media from MCC.
- **Travone Evans** - Multimedia Content Producer
 - Worked as a freelance Multimedia Content Producer for 8 Years before joining CCRC's Communications team.
 - Received my Bachelor's from Alabama State University in Theatre Arts.
- **Jackie Cifuentes** - Creative Services Assistant
 - Received my Bachelor's from Cal State Northridge in Family & Consumer Sciences with a Minor in Marketing.

Training Overview



Overview

Multimedia capabilities are among the most sought-after skillsets and most impactful way of storytelling. Using your smart phone bridges that gap so everyone can contribute - even those with little-to-no prior experience.

We'll go into the basics of video production and how to capture videos like a pro using only your smartphone. We'll teach how making a few adjustments and minimal edits can elevate your content and strengthen your brand.

Why record on your phone?

- **Your phone is:**
 - Easy to use.
 - Readily available.
 - High quality.
 - Less intimidating to subjects.
 - Less expensive than traditional options.



This video was shot entirely on a mobile device.



What's in your media kit?



Handgrip stabilizer



Wireless lavalier mics



3-in-1 tripod, ring light, and selfie stick



LED light attachment



Portable chargers



Sling shoulder backpack



Camera lens kit for phone



Screen cleaner kit

Lecture topics

Video Tips & Tricks

- Terminology
- Phone Settings
- Framing and Composition
- Lighting and Sound
- Interview Styles and Questions
- Editing on Your Phone

Terminology



Terminology

A-Roll & B-Roll

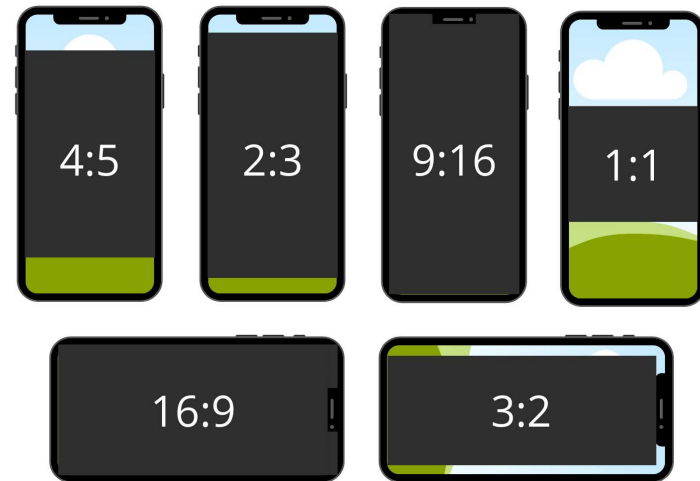
- **A-roll** is the primary footage. Examples - Interviewee(s), Main Speaker(s), Main Subject.
- **B-roll** describes all the footage that isn't the main action. Examples - Cut away shots, Inserts, Detail Shots.



Terminology cont.

Aspect Ratios

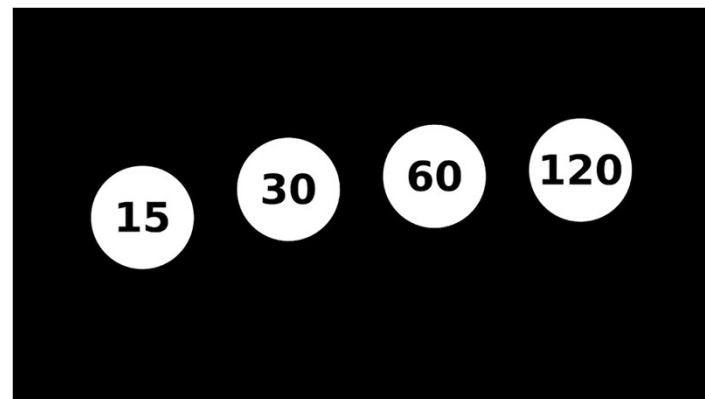
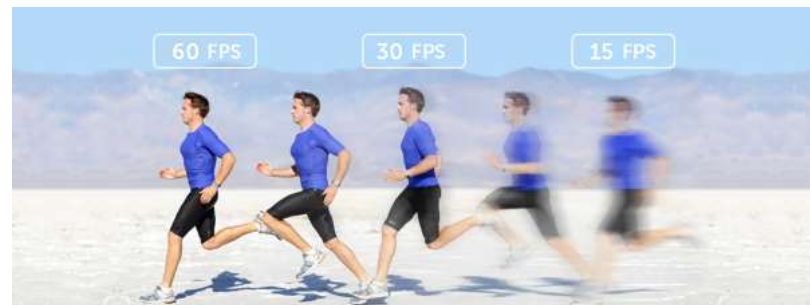
- 16x9, 9x16, 4x5, 1x1
- Common 16x9 sizes HD1280x720 FHD1920x1080 U HD3840x2160
- Common 9x16 Sizes 720x1280, 1080x1920, 2160x3840
- 4x5 - 1080x1350
- 1x1 - 1080x1080



Terminology cont.

FPS

- FPS = Frames Per Second
- 24FPS - Most used FPS in movies.
- 30FPS - FPS commonly used for TV and social media.
- 48FPS or 60FPS - Used for slow motion. Eliminates motion blur.
- 120+FPS - Mainly used for Super Slow motion



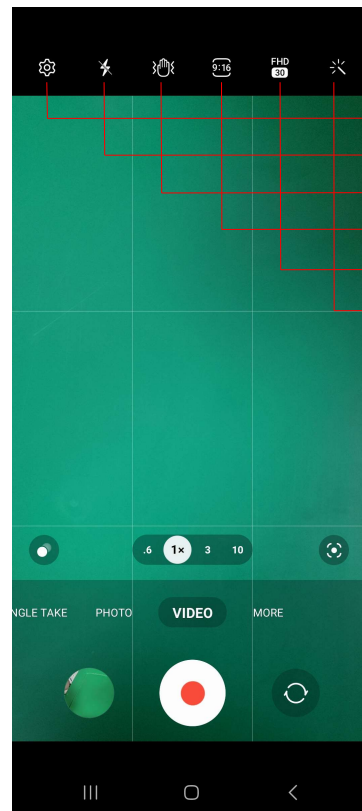
Phone Settings for Android & iPhone



Android Settings

Camera Settings

- FHD1080x1920
- 30fps
- Grid Lines on
- Record Vertical
- Video Stabilization On



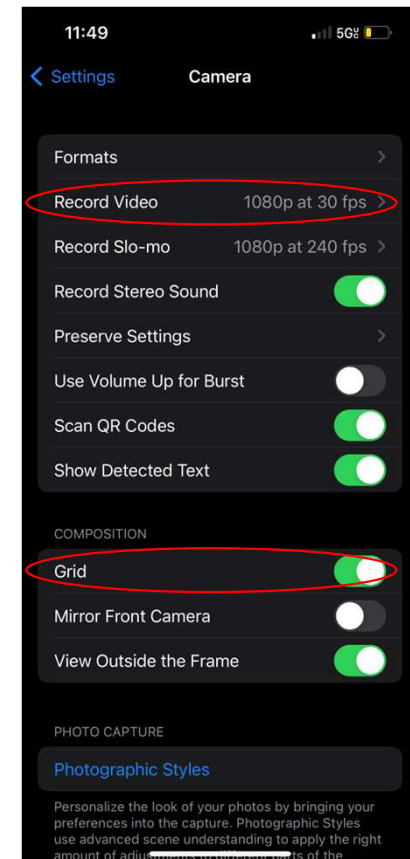
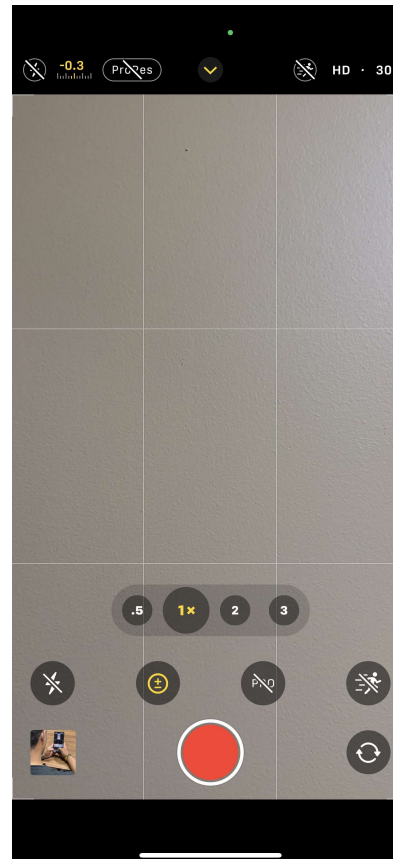
- Open Camera Settings
- Flash (Off, On, Automatic)
- Super Steady (Image Stabilizer)
- Aspect Ratio
- Frame Rate and Size
- Filters and effects

iPhone Settings

Camera Settings

Depending on the iPhone version you have, there may be different settings to choose from. The main ones to focus on are:

- 1080p HD at 30 fps
- 4K at 60fps will be the highest quality but will result in a larger file size
- Turn Grid On



Framing & Composition



Video Tips & Tricks

Framing and Composition

Composition is how the constituents of an image interact, and **framing** is a method of composing an image, in which focus is drawn to a subject, i.e., a person or object, by isolating them from the rest of the image, often using natural elements already existing in the image. ¹

- Fill the frame
- Only add supporting elements
- Simplicity
- Add borders where applicable

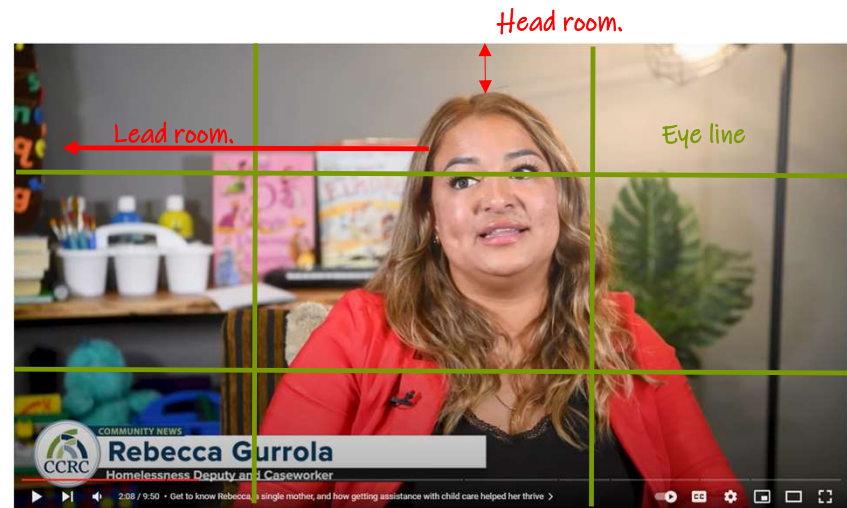


Using the tent helps 'frame' the trees in the center. At the same time, it creates a story for the viewer.

Framing and Composition cont.

Angles to keep in mind when recording an interview

- Lead room / breathing room
- Head room
- Thirds with a grid
 - Eyeline
 - Lower Thirds (name plates)
- Shot types: wide shot, close-up (extreme, close, or medium), medium, over the shoulder



Lighting & Sound



Video Tips & Tricks

Lighting

Key Light

- Sometimes called the "main light."
- The cornerstone of your lighting setup.
- Only one key light.
- There's multiple positions that you could place the key light in.
- The sun could be your key light (natural light).

Fill Light

- Helps fill or diffuse the shadows on the subject.
- You may have one or more fill lights.
- It's common to use reflectors for fill light.

Key light only



Key light and fill light



Lighting cont.

Rim Light

- Helps separate the subject from the background.
- This light is placed behind the subject.
- Can be important if the subject's hair blends in with the background.

Back Light

- Illuminates the background.
- It is not uncommon to have several background lights.
- Helps separate the subject from the background.



Recording good sound

- Use an external mic when possible.
 - If recording an interview at an event it's okay to hold out in front of the subject.
- Do an equipment check and record a test beforehand.
- Be sure to capture ambience and room tone. Record various sounds (claps, laughter, people talking) to make your video more dynamic.



Recording Voiceovers

- Go to a quiet room.
- Place the phone about half a foot away from your face.
- Rest the phone on the desk and orient the phone's mic upward.
- You can use the Voice Memo app on your phone (iPhone) or the Voice Recorder app (Android).
- Speak calmly, loudly, and with a touch of enthusiasm.
- For posterity, slate your name and date and what you are narrating.
- If you mess up, simply take a moment, clap your hands or snap, and start over. (The snap or clap is an audible indicator for editing). The audio can be broken up into multiple segments if needed.

View / Listen to example: <https://ccrcca.wistia.com/medias/6cyxm5nmam>

Interview Styles & Questions



Interview Styles

3+ angle interview

Sit down interview, traditionally formal. The interviewer is a character and just as important as the subject(s). Usually little-to-no b-roll is used, just cut between subjects.



Interview Styles cont.

Field Interview

- Feels impromptu, like a news reporter style.
- The interviewer is either behind the camera or off to the side, or in front of the camera over the shoulder.
- B-roll of the event is often used here in between interviews.



<https://ccrcca.wistia.com/medias/ppef5gb2ps>

Interview Styles cont.

PSA Interview

- The interviewer is invisible and unknown.
- The subject speaks to the audience and looks down the lens.
- This is a scripted video and looks polished.



<https://ccrcca.wistia.com/medias/6ojrzd30oc>

Interview Styles cont.

Tips

- Feel free to ask subject to be louder if needed to maintain quality.
- Use an external mic.
- Make sure to ask "What is your name? Can you spell it?"
- Get their permission, and if interviewing a child, ask their parent/guardian for permission beforehand.
 - "Do we have your permission to use this video for marketing purposes?"



External mic for better sound quality in a busy area.

Interview Questions

Question Types

Generic

- What is going on here today?
- What did you enjoy the most?

Leading

- What did you think about the fun activities?
- Why are events like this important?
- Is there anyone you'd like to thank today?

Emotional

- How has your/your child's life changed since you started receiving help?
- How has [insert agency name here] helped you?
- What would you say to those who don't believe child care is a priority?

Avoid asking Yes or No questions.



<https://ccrcca.wistia.com/medias/acux2fek40>

Interview Questions

Question Tips

- Prep questions ahead of time.
- To be mindful of time limits and avoid unnecessary content, be upfront about what you need.
 - Ex: "I'm hoping to get a 15-second interview about why this event was amazing..."
- Ask them to rephrase the question in their answer.
 - Ex: "This event was amazing because..."



Editing on your phone

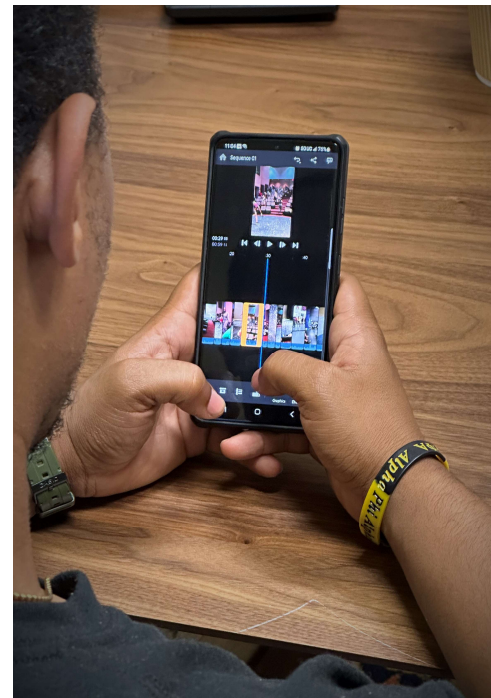


Video Tips & Tricks

Why edit on your phone?

It's convenient because:

- You won't need to transfer footage.
- You could publish easily.
- You could edit on the go.
- The tools are simple to use.



Editing Video

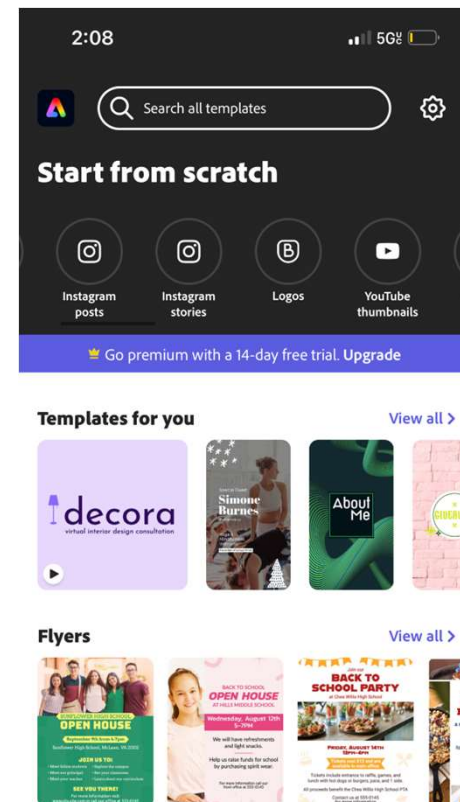
Adobe Express Suite

allows you to create graphics, photos, and videos.

This is great for beginner editors across mobile and desktop devices and comes with built-in templates ready to use.

You get access to:

- Premiere Rush for desktop and mobile with access to all premium features and content.
- Adobe Express and Photoshop Express.
- 100 GB of Cloud storage.



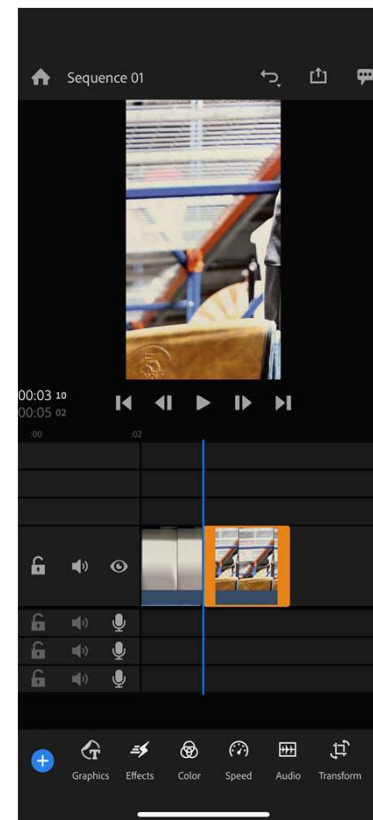
Editing Video cont.

Premiere Rush

is included with Adobe Express. It is a mobile and desktop video editing app (that you can also use to record your videos).

It's easy to:

- Resize your video
- Customize titles and transitions
- Adjust speed and color
- Add and edit audio
- Share across multiple platforms



BREAK

Upcoming:

- **Review of Media Kit.**
- **Breakout Sessions.**
- **Close and Q&A.**

What we'll be using today.



Handgrip
stabilizer



Wireless
lavalier mics



3-in-1 tripod, ring
light, and selfie stick



LED light
attachment



Sling
shoulder
backpack



Camera lens
kit for phone

Breakout Sessions

- Intro / Outro
 - Demo with instructor
 - Practice setting up tripod
 - Record yourself
- B-roll / Ambience
- A-roll / Interview

Intro / Outro

- Intro / Outro: Examples.
 - "Hello my name is X and I'm with (RR). Today we're in Sacramento in front of the capitol for the Statewide R&R Partnerships conference."
 - Call to Action / Outro: "For more on the conference, check out the Statewide Initiatives website and be sure to follow us on social media @CCRC4KIDS across all platforms."

B-roll / Ambience

- B-roll / Ambience: Examples
 - Interior
 - Plants, décor, statues, etc.
 - Attendees speaking to each other
 - People working
 - Exterior
 - Cars driving by
 - The capitol
 - People in the background
 - Plants, décor, statues, etc.

A-roll / Interview

- A-roll / Interview: Examples (sandbox)
 - Set up lighting, choose area
 - Set up sound, test mic
 - Frame your shot
 - Questions:
 - What are the key takeaways you're hoping the attendees will leave with?
 - Why is Statewide Initiatives important?
 - (Improv a follow up)

Questions?



A photograph of three children standing on a grassy field at an outdoor event. On the left is a young girl in a bright blue dress. In the center is a young boy in a white t-shirt with a colorful pattern and black pants. On the right is a young boy in a grey t-shirt with a 'POLO' logo and a light blue cap. The background is blurred, showing other people and a dog. The text 'Stay safe and be kind.' is overlaid in white, bold font across the middle of the image.

Stay safe and be kind.

Dr. Olenick



Let's connect on Social!

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 [Child Care Resource Center](#)

Thank you

Video Tips & Tricks

