

# Before we get started!

1. **Today's webinar is scheduled to last 1 hour & 30 minutes including Q&A and a short break**
2. **Closed Captions are available on the desktop and mobile Zoom app (click the CC button)**
3. **This webinar is being recorded and will be available on the website alongside additional resources within 7 days**
4. **Say hello in the chat (select "All panelists and attendees" from the dropdown) and ask questions using the Q+A button**



# The ultimate guide to mobile phone filmmaking

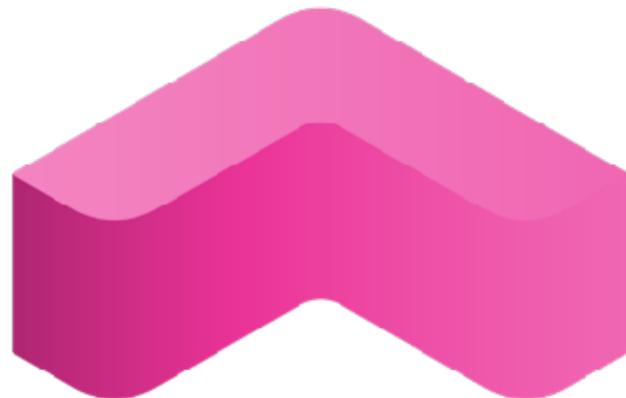
Presented by:  
Dean Shaw

Digital Culture  
Network



# What are we going to cover?

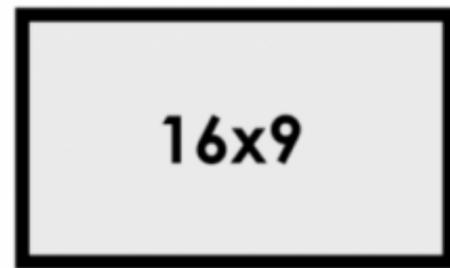
1. Different styles of video for different platforms
2. Lighting/Composition for Interviews & Piece to Camera
3. Sound Tips both on location and “in the studio”
4. The importance of making good useable B Roll
5. How to structure the video for your target audience
6. Equipment you really need and stuff you really don't



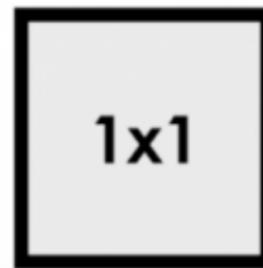
# Different styles for different platforms

## Vertical V's Horizontal?

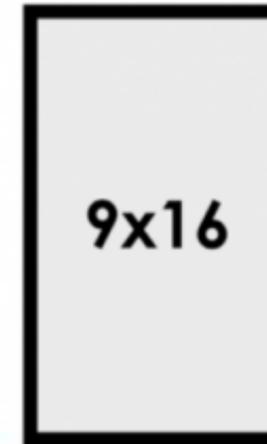
Format your video for each platform.



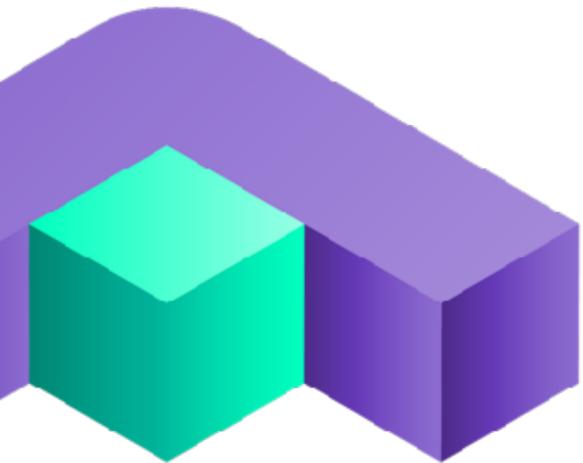
YouTube,  
Vimeo & Web



Facebook, Twitter,  
Instagram Feed

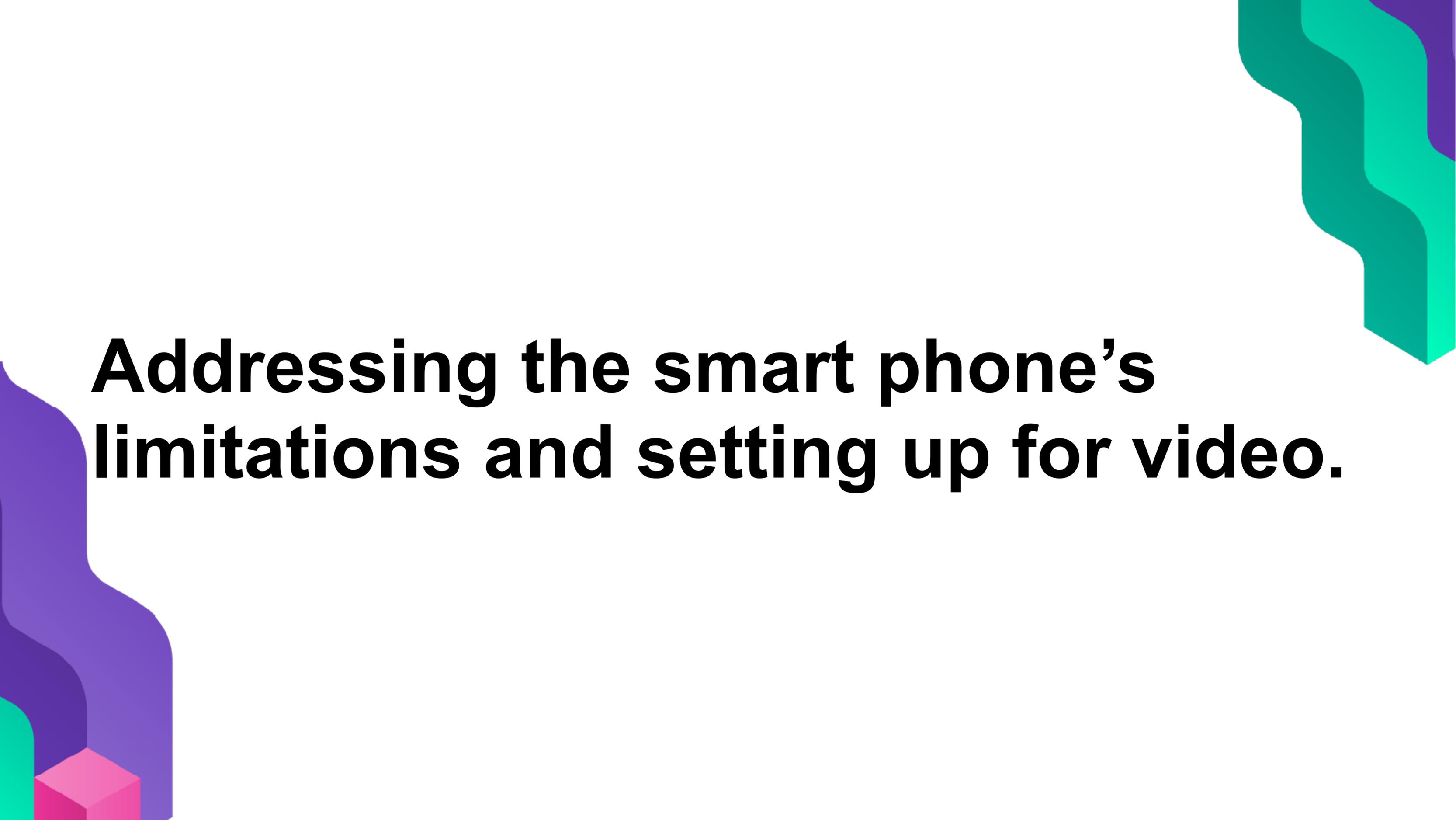


Instagram &  
Snapchat Stories



# Smart phone vs Digital Stills Camera





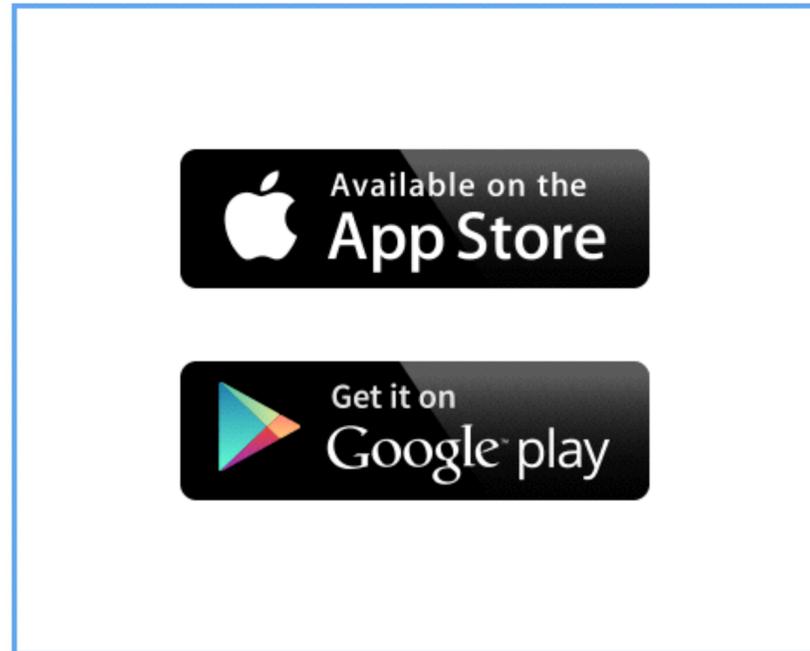
**Addressing the smart phone's  
limitations and setting up for video.**

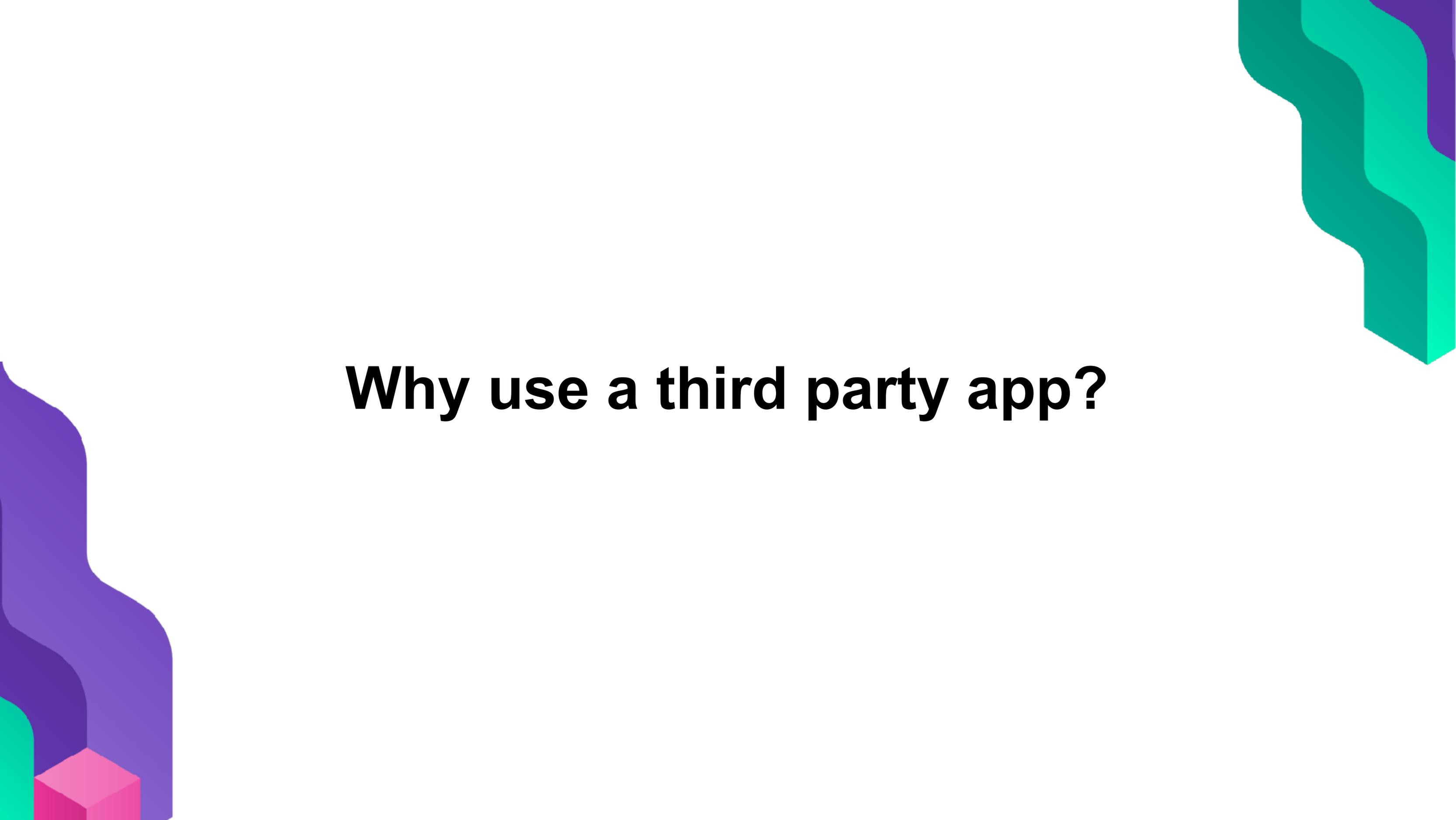


Moment Pro App

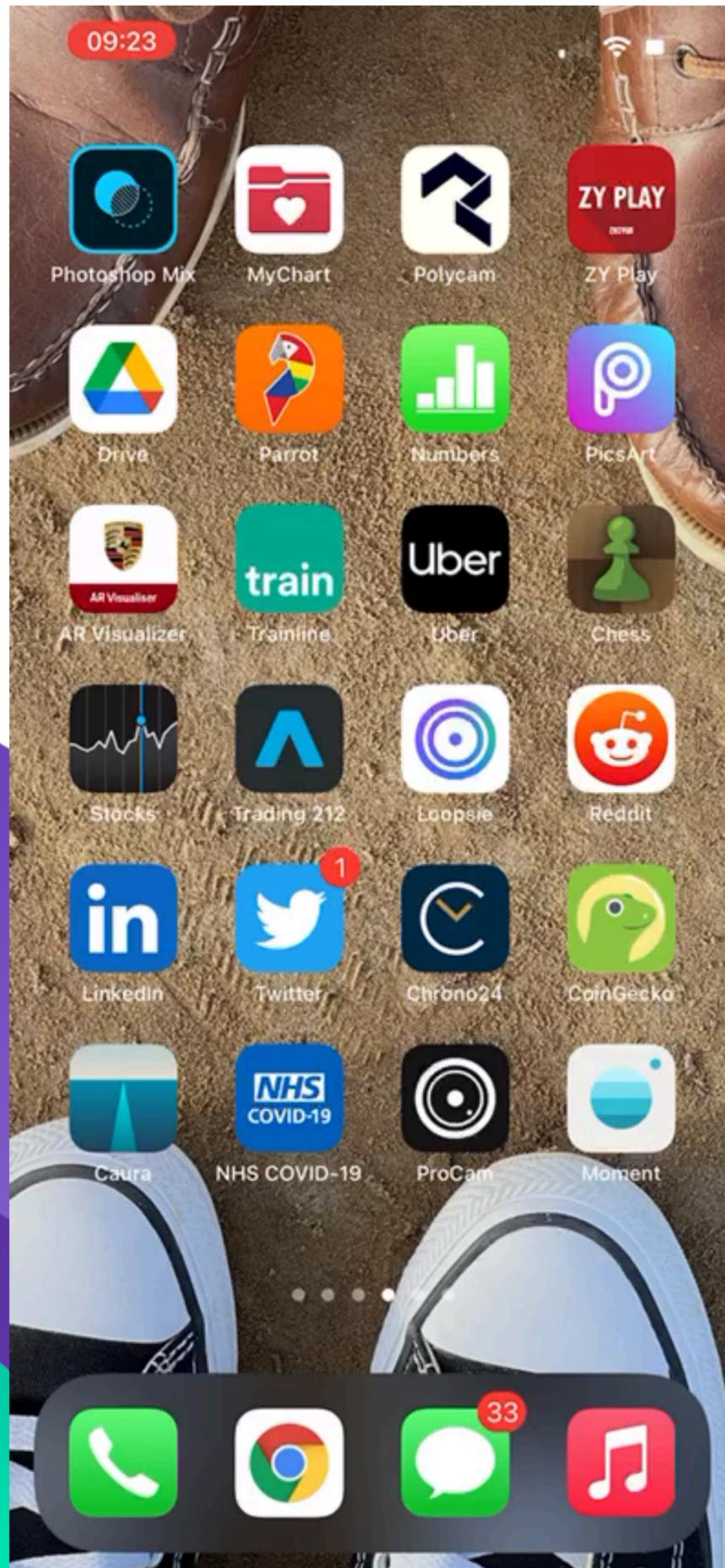


Filmic Pro App





**Why use a third party app?**



Select Codec **H264** is the easiest for your computer to process.

Turn in **image stabilisation** if you have it.

Select **PAL** and not NTSC

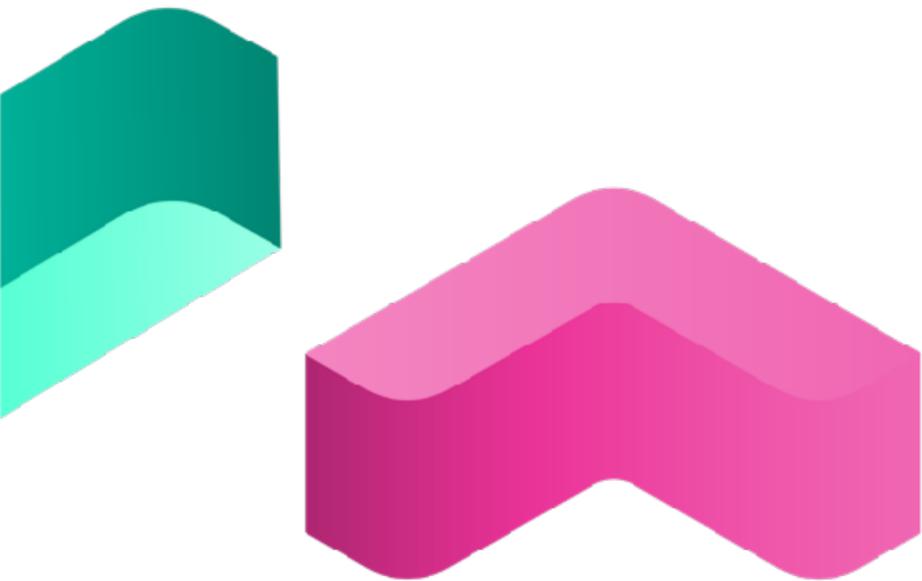
Choose to have **Audio Levels Displayed**

Consider if you want **Highlight Peaking**

Choose a **GRID** it will make life easier framing a shot.



# Composition & Lighting for interviews





# Recording Sound



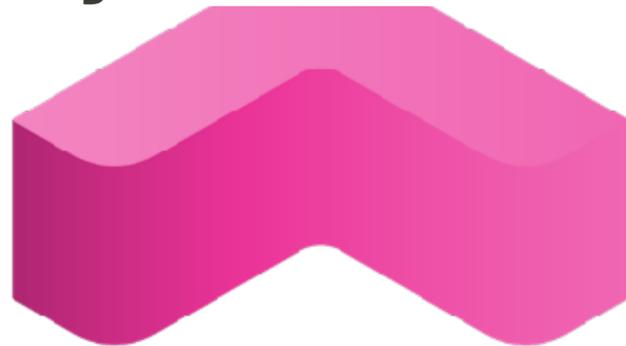
ulanzi

Patented Product  
www.ulanzi.com

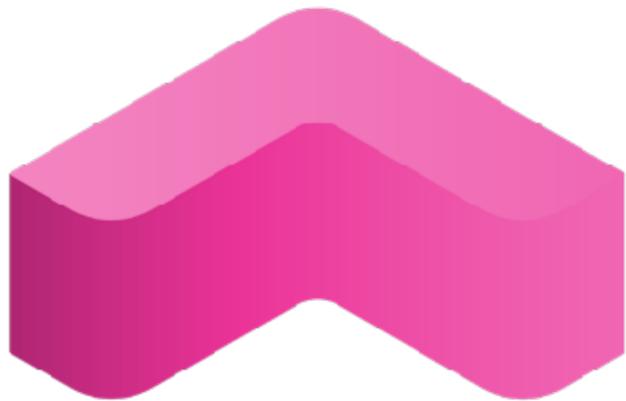
D DRAG SYSTEM

# Recap on Composition/Sound

1. **Get closer to the subject**
2. **Consider framing the shot using rule of thirds**
3. **Add lights both in front and behind to separate the subject**
4. **Use a Lav Mic or boom mic to ensure cleaner audio quality**
5. **Practice Practice Practice, you'll learn more from your mistakes.**



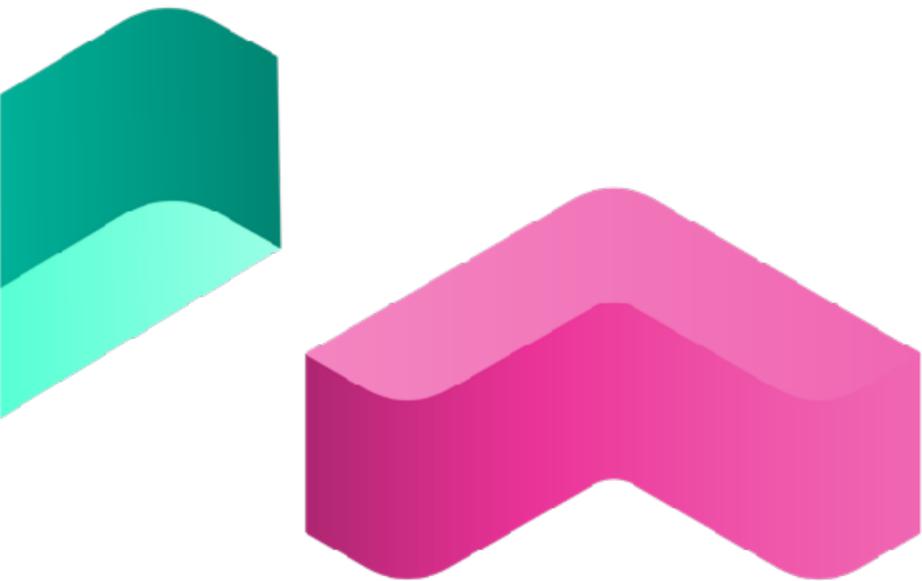
**Time for a break**



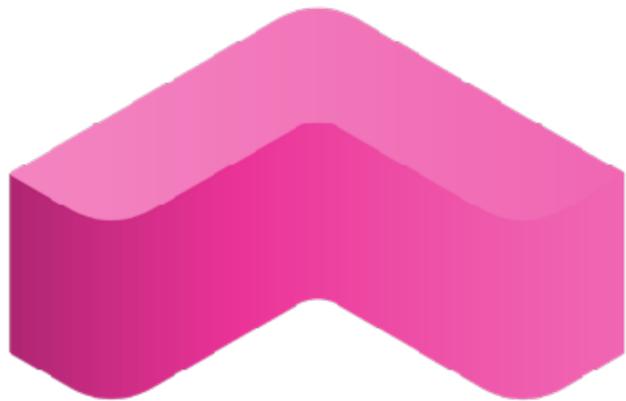




**Welcome Back!**



# The benefit of B Roll



- Intro to DCN
  - Smart Collections
  - 28-06-2021
  - Brightly V3.5
  - Smart Collections
  - Story 1
  - Story 2
  - Story 3

13 Jul 2021 (2)

12 Jul 2021 (14)

9 Jul 2021 (2)

8 Jul 2021 (17)

1 of 127 selected, 33:09

1080p HD 25p, Stereo

Benefit of good b roll

50% View

The ultim...part 1 Clip 1 00:00:33:09

00:00:00:00

Compositing

Blend Mode Normal

Opacity 100.0 %

Transform

Position X 0 px Y 0 px

Rotation 0 °

Scale (All) 100 %

Scale X 100.0 %

Scale Y 100.0 %

Anchor X 0 px Y 0 px

Crop

Type Trim

Left 0 px

Right 0 px

Top 0 px

Bottom 0 px

Distort

Spatial Conform

Save Effects Preset

00:00:00:00 00:00:15:00 00:00:30:00 00:00:45:00 00:01:00:00 00:01:15:00 00:01:30:00 00:01:45:00 00:02:00:00 00:02:15:00 00:02:30:00 00:02:45:00 00:03:00:00 00:03:15:00 00:03:30:00 00:03:45:00 100%

Transitions

Installed Transitions

All

360°

Blurs

Dissolves

Lights

Movements

Objects

Replicator/Clones

Stylized

Wipes

Cross Dissolve

Divide

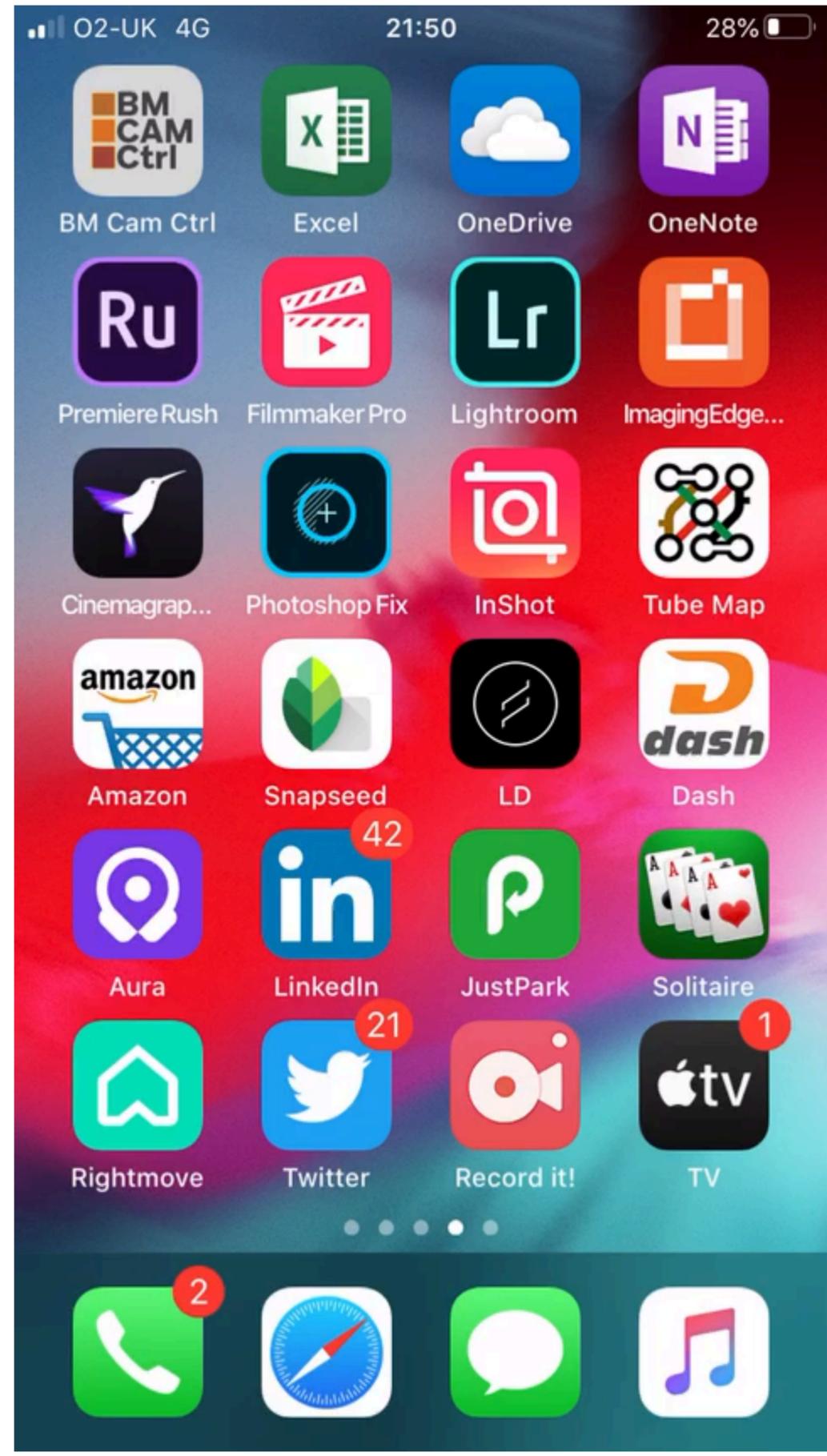
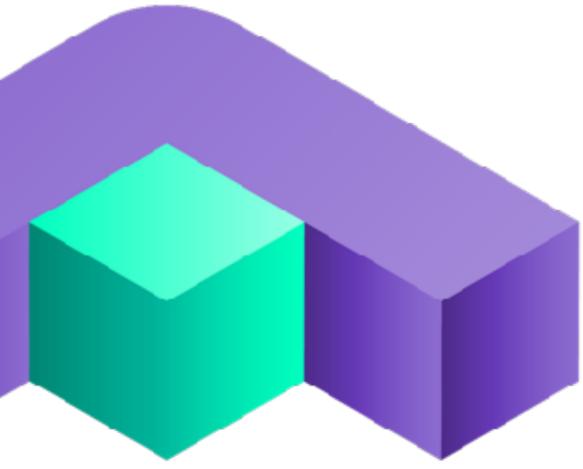
Fade To Color

Flow

Search

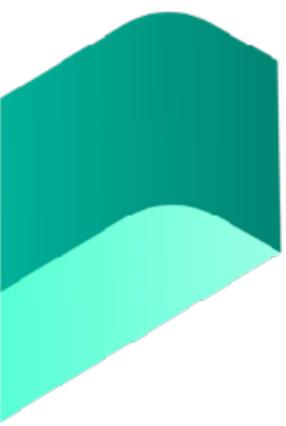
4 items

# InShot Editing App

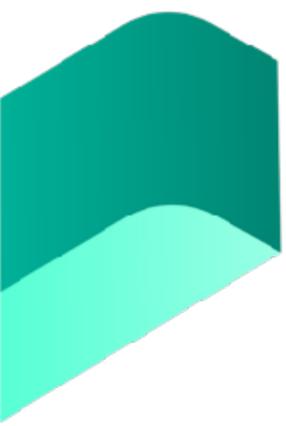


# B Roll & Editing

- 1. Move around change positions, mix it up!**
- 2. Take pleasure in showing details**
- 3. If it's an interview film the subject from multiple angles**
- 4. Shoot the exterior of the location, entrances, names etc. Set the scene!**
- 5. 15-20 seconds per piece of B Roll, shoot more variety not longer takes. Typically you only use one shot once!**



# The power of time lapse





FINCHINGFIELD

GREEN DUCK

THE HARVEST

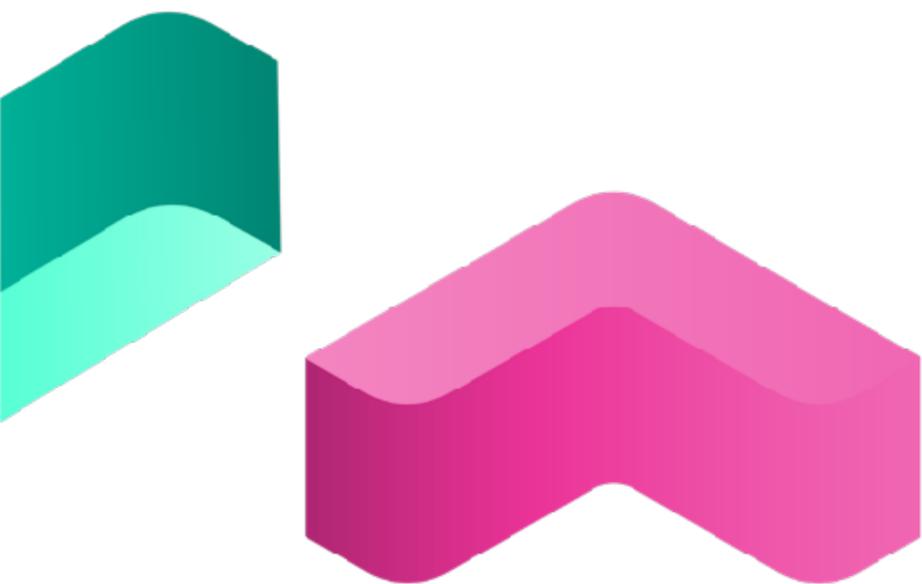
CAROLINE'S

# Timelapse

1. **Bad weather clouds are your friend**
2. **Long lines of people help establish a successful event.**
3. **Float through the venue or exhibition and then speed up in post. (Like Porsche)**
4. **You only need 15 seconds**
5. **Afternoon sunsets are typically better than mornings so enjoy a lay in.**



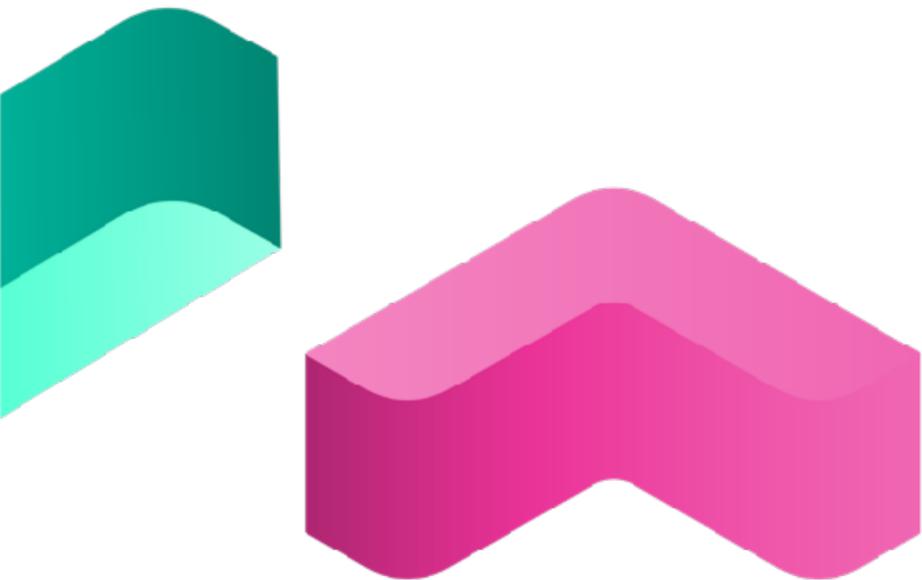
**What if nobody wants to go on camera?**





# Self Shooting Off Camera

1. Set dressing is key, make an effort with the table
2. If you've got bad hands or nails wear white gloves
3. Apply your knowledge of B Roll and break it up with great detailed shots that highlight what you are talking about.





# **Hacking the algorithms! What's the secret?**



**The longer the user is engaged the better  
the various algorithms will see your content.**



WHO?  
WHY?  
WHAT?  
WHERE?

INTRO

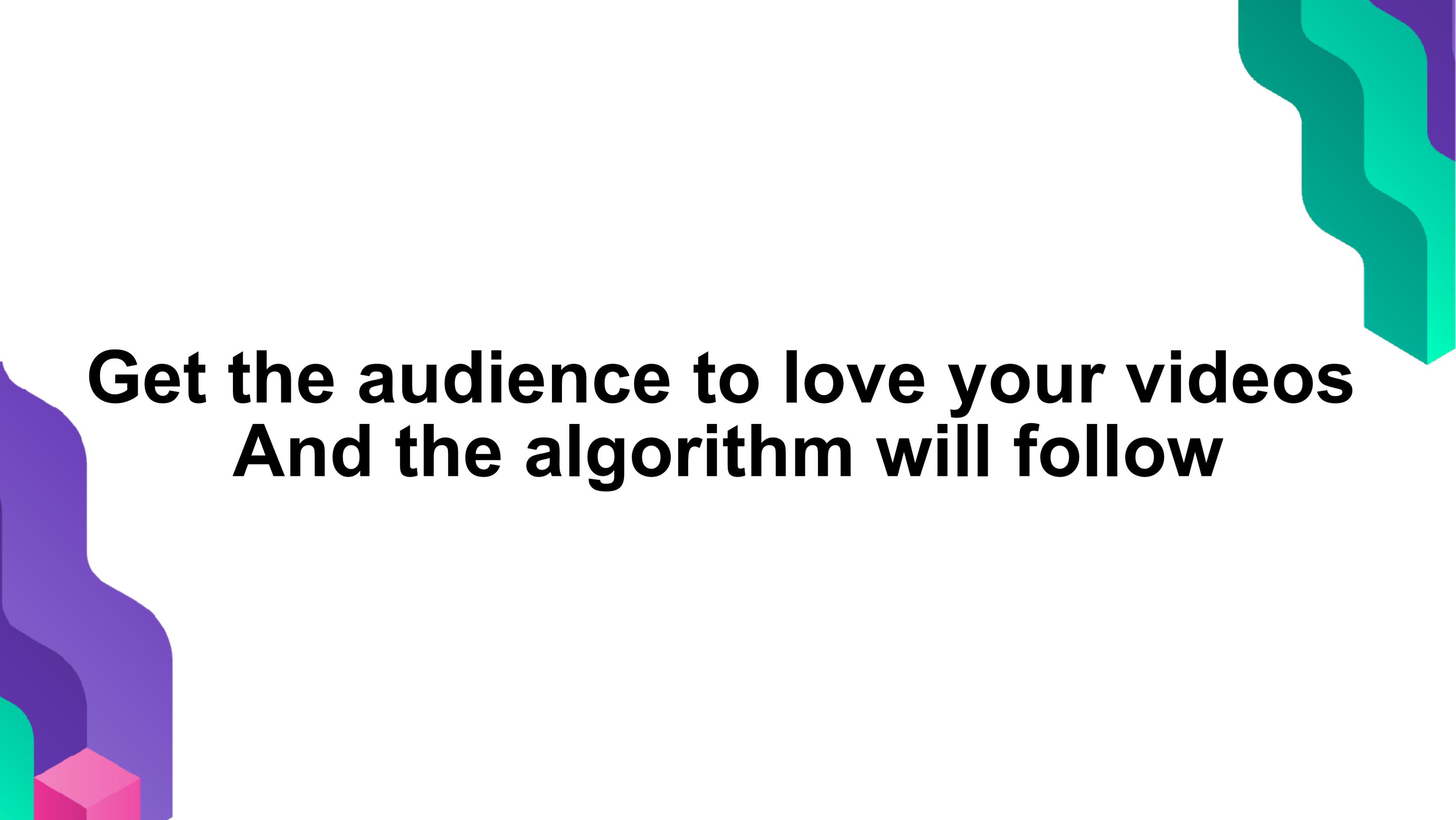
RECAP ON  
WHY THE  
VIEWER IS  
WATCHING

BODY OF CONTENT

RECAP ON  
WHAT THE  
VIDEO HAS  
COVERED

If you have  
liked what  
you've seen  
remember  
to...

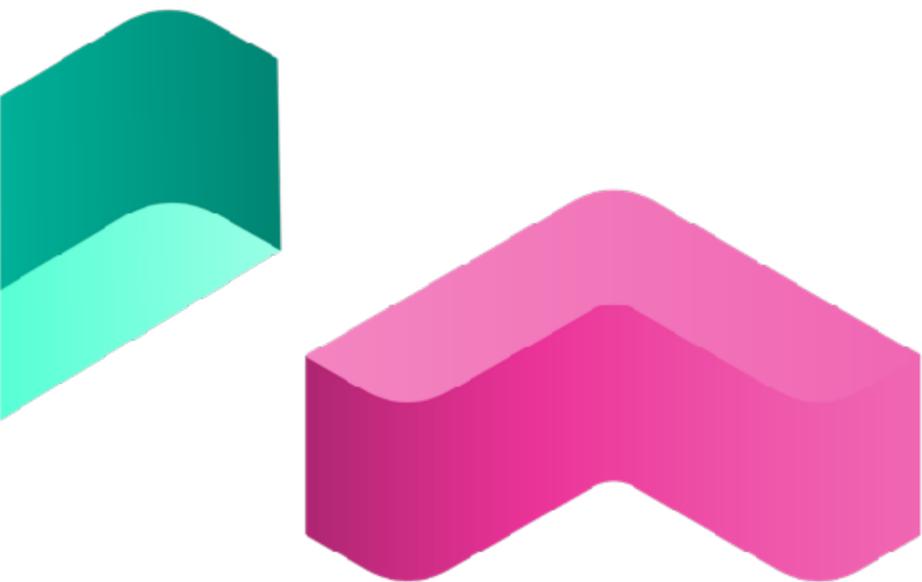




**Get the audience to love your videos  
And the algorithm will follow**



**Equipment you need and some you don't**

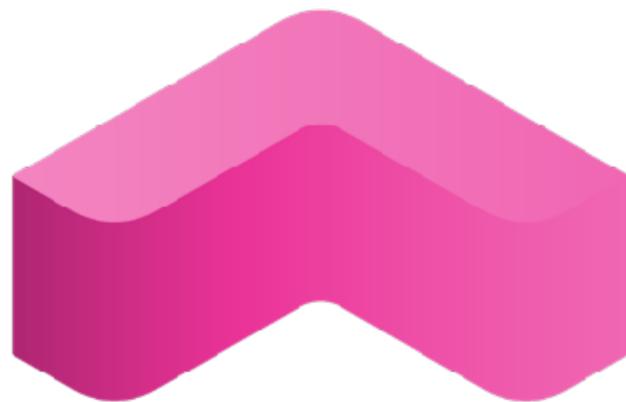
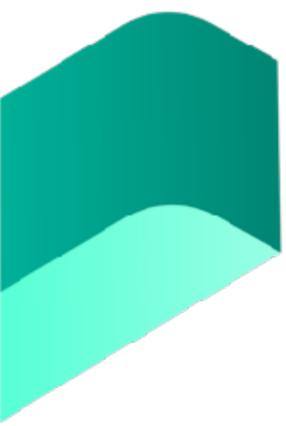




RØDE

FX 4 00:00:00 5950 K TEMP

# Sunglasses for your phone

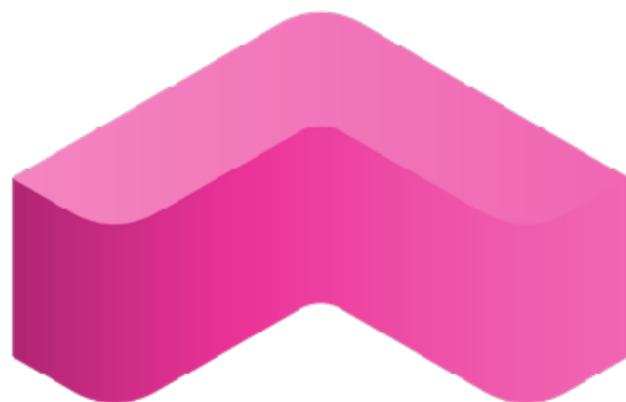
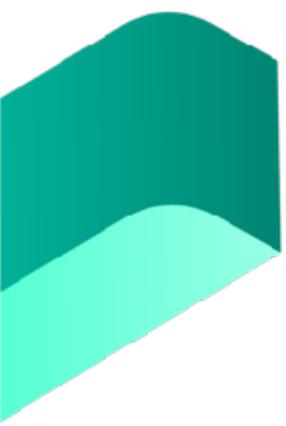


12:17

Tuesday, 13 July



**Is it too late to start?**





- 1. There are more people than you can imagine**
- 2. There is an audience for every type of content**
- 3. There is still time to stake your claim**
- 4. There will always be more 'love' for video**

# It's time for some questions



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[digitalculturenetwork.org.uk](http://digitalculturenetwork.org.uk)

## Join the conversation

@ace\_dcn  
#digitalculturenetwork

