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VIDEO SHOOTING & EDITING

MOBILE VIDEOGRAPHER

BASICS

- ▶ Keep it short (preferably no longer than three minutes)
- ▶ Keep it simple
- ▶ Remember audio-visual. Audio is as important as visual.
- ▶ Audio should tell the story alone
- ▶ This is NOT broadcast news nor a documentary but uses elements from both fields
- ▶ Think of shots beforehand, as you would plan interviews with sources
- ▶ Phones and tablets should be recorded on landscape/horizontal

DON'T MISS IT!

- ▶ Visual opportunities come only once
- ▶ You can't call to clarify an information on camera, so make sure to get it right the first time. There is no second chance with visual stories.
- ▶ The moment passed. The moment is gone forever

STORYTELLING

- ▶ Narrow focus
- ▶ Beginning, middle & end
- ▶ Good character
- ▶ Action
- ▶ Show; don't tell
- ▶ Can you tell the story of your video in one sentence. What is it about?

MOBILE EQUIPMENT

- ▶ Wireless receiver & transmitters
 - ▶ lav
 - ▶ handheld
- ▶ iPad
- ▶ Tripod
- ▶ iPad mount
- ▶ Headphone

