SABEW WEBINAR

SHOOTING VIDEO
OVERVIEW

▸ Some assumptions
▸ What makes good (and bad) video
▸ Before shoot
▸ During shoot
▸ After shoot
▸ Apps and gear
▸ Editing and questions
SOME ASSUMPTIONS

- Video is a secondary piece to your (written) story
- Limited on time and budget
- Don’t really want to do it...
- Most likely on a mobile device
- Most likely a profile or report type piece
- Step-by-step guide
WHAT MAKES A GOOD (AND BAD) VIDEO

- Content (story) is king
- Audio is more important than video
- Editing is (a lot of times) more important than video
- Video is proactive
- NO VERTICAL VIDEO!!!!!
- PLEASE NO VERTICAL VIDEO....
BEFORE SHOOTING

▸ Do research

▸ Arrive early and find a well lit spot (interview)

▸ Light should be:
  ▸ Bright
  ▸ Preferably from the side (45 degree)
  ▸ The same color source

▸ Simple set-up: camera/light>you<camera/light

▸ Don’t be afraid to move stuff
DURING SHOOTING

- Run the camera during the interview (A-roll)
- Airplane mode (enough space?)
- Pause between Q&As
- Be mindful of extraneous audio (yourself)
- Periodically check equipment
- Rule of thirds (facing empty space)
- Take notes (B-roll)
- Shoot for the edit
AFTER SHOOTING

- B-roll
- 3-5 seconds a clip with 1-3 seconds buffer
- If possible match content to interview (notes)
- Wide/medium/tight shots
- Avoid panning, rock shots (get movement)
- Audio still important
APPS AND GEAR

▸ Filmic Pro (iOS and Android) for shooting

▸ iMovie (iOS) FilmoraGo (Android) for editing

▸ Gear (in order of importance)
  ◀️ lavaliere mic ($10-30) and tripod ($20-$\infty$)
  ◀️ rig ($10-$\infty$) and shotgun mic/light ($40-$\infty$)
  ◀️ gimbal (DJI Osmo Mobile 2 $139.99$)
Eocean Tripod, 50-inch Video Tripod for Andriod System, Universal Tripod for Camera and Phone, Wireless Remote, Compatible with iPhone 9/9S/Google

by Eocean

353 customer reviews | 158 answers

3 Price Changes

Price: $20.99 prime

Get $70 off instantly: Pay $0.00 upon approval for the first 3 months.

Eligible for Amazon Smile donation.

Color: Brown (50in)

- LIGHTWEIGHT AND COMPACT: Weighs just over a pound. Height: 16". Carrying case included.
- UNIVERSAL CELLPHONE HOLDER: Easy attachment system. Adjustable phone adapter fits all phones with a max width of 3.5".
- WIRELESS REMOTE SHUTTER: Do not need apps, works up to 30 feet. Pocket size for Android and iOS.
- LEVEL INDICATOR: Built-in bubble view levels and 360-degree portrait or landscape options.
- WIDELY COMPATIBLE: Compatible with most video camera, GoPro devices, smart phone adapters (not included).

Compare with similar items

New (1) from $20.99 prime

Report incorrect product information.
Smartphone Video Rig - Ulanzi Smartphone Vlogging Rig Case, Cell Phone Movies Mode Film-Maker Videographer for iPhone Xs Max

by ULANZI

4.9 out of 5 stars from 165 customer reviews | 62 answered questions

Amazon's Choice for "iphone stabilizer"

Best Deal

Price: $12.98 prime

Coupon

Save an extra 10% when you apply this coupon. Details

Get $70 off instantly when you use your credit card. Details

Eligible for AmazonSmile donation.

- Now Ulanzi has a updated Version named "U-Rig Pro," it has a more comfortable more secure. ASIN is B076FQGWQG.
- Get lighting and microphone attachments----With 2 Standard attachments. A fantastic tool for who need take higher quality videos.
- Way to Make Fun Videos---- Forget shaky videos that fail to capture the unique life’s experiences.
- A Real Smoothie----A must-have accessory for anyone wanting to shoot better images than many high end cameras. You can Move it around without affecting the images.
- Universal and Save Money----Only $12.95 on Sale Now. We also have the $19.95 on Sale. Both are Compatible with Most smartphones (iPhone, Samsung, LG, etc.)

Compare with similar items

New (1) from $12.98 prime

Report incorrect product information.
Edited

- Lay down A roll, edit for narrative
- When you think you are done, cut more, then again
- If you can, cut out fillers
- Group A and B roll into chunks
- B roll to:
  - enhance story (match content)
  - fill space
  - cover errors
Cut on action

When in doubt, cover it up

Natural sounds help (20% vol)

Listen without watching (feel the edit)

Take time away (like a week)

Finished is good

Edit like you write?
QUESTIONS?