



# Creating Video Content

## with your smartphone





**A story/idea**



**A smartphone or camera**



**Internet connection**

# FILMING WITH A SMARTPHONE

- **Sent footage via whatsapp or dropbox**
- **+31 646 330435**
- **[peter@karakter.tv](mailto:peter@karakter.tv)**



# FILMING WITH A SMARTPHONE

- **Learn how to shoot and edit**
- **Learn about the ingredients of a good video**
- **How to prepare your story**



# WHY A SMARTPHONE

1. **Ease of use**
2. **Small**
3. **Discrete**
4. **High quality**







**Lady Gaga | Stupid Love | iPhone 11 Pro Max**



**Unsane | Steven Soderberg (Oscar) | iPhone 7 Plus**





## REFLECTION

**How much do we consume  
online videos nowadays?**

# FILMING WITH A SMARTPHONE

Basics of filming



# Horizontal vs vertical



**Don't move the camera**



# Movement in shots



# Only move with a purpose



# Zoom with you feet







# Shots used



Total



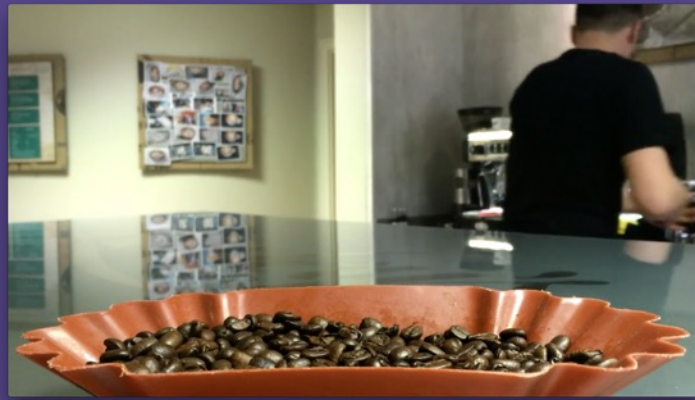
Medium



Close-up



Close-up



Over-the-shoulder\*

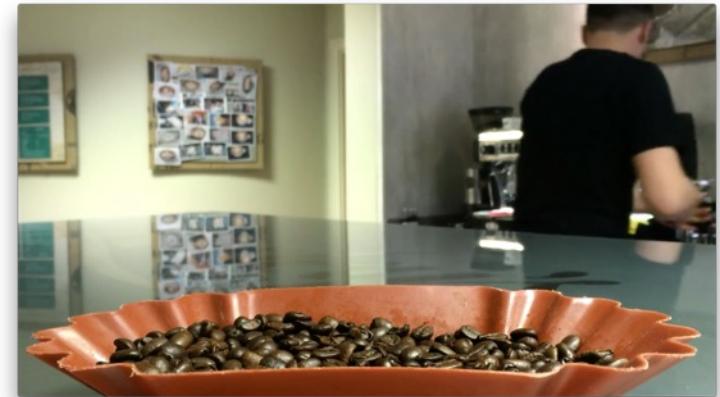


Creative shot

# ASSIGNMENT 1

Film a sequence of shots  
Send it in for editing

**+31 6 46330435**  
**peter@karakter.tv**



# HD vs 4k (Ultra HD)



4k



HD

# FILMING WITH A SMARTPHONE

Basics of filming pt 2



# Beware of back light



# Lock exposure and focus

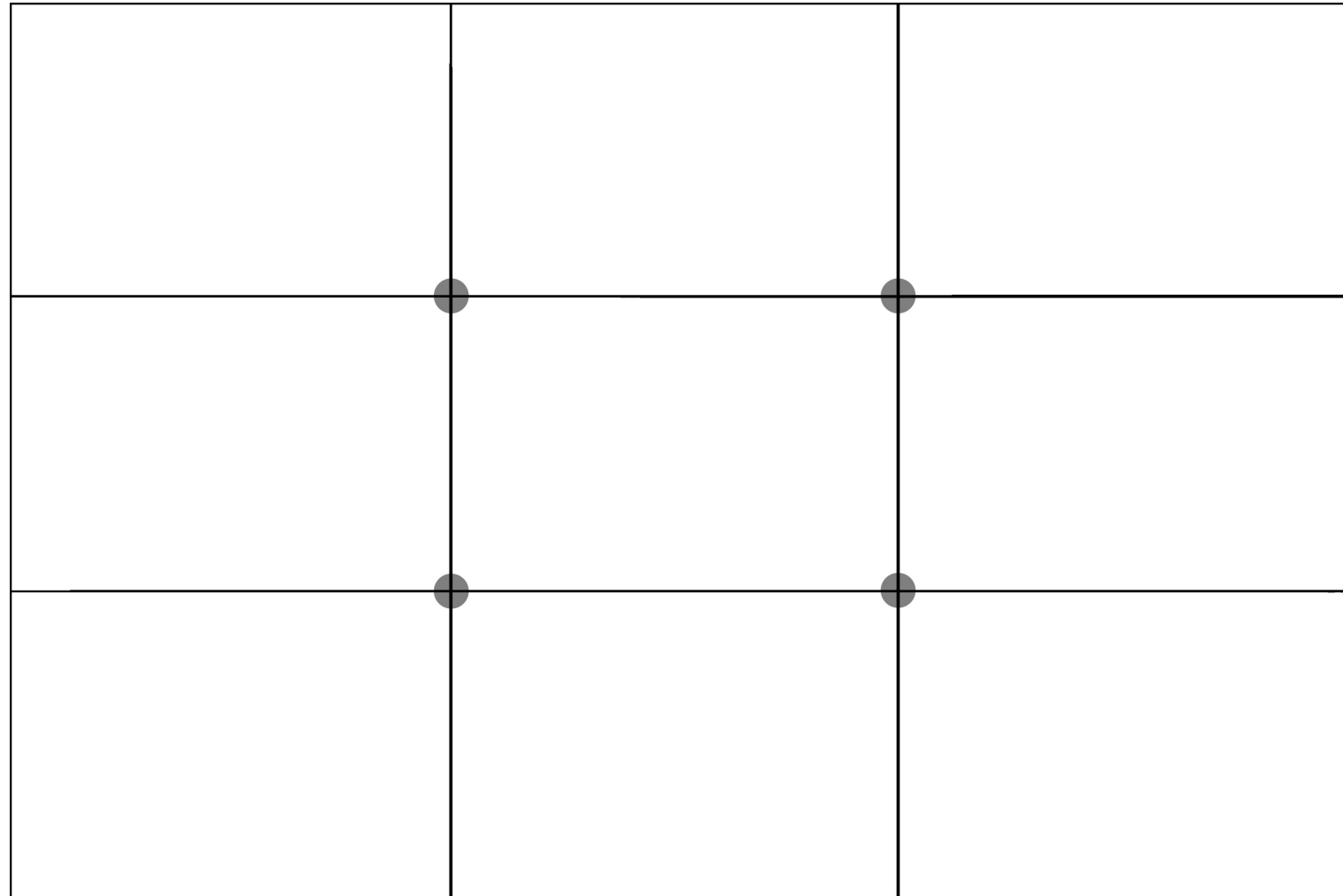


# FILMING WITH A SMARTPHONE

## Composition



# Guide frame







# The interview shot

- **Don't let the interviewee look into the camera**
- **Lock focus and exposure**
- **Watch out for background noise**
- **Use the rule of thirds**



# Locatie



**ERIK OUDSHOORN**

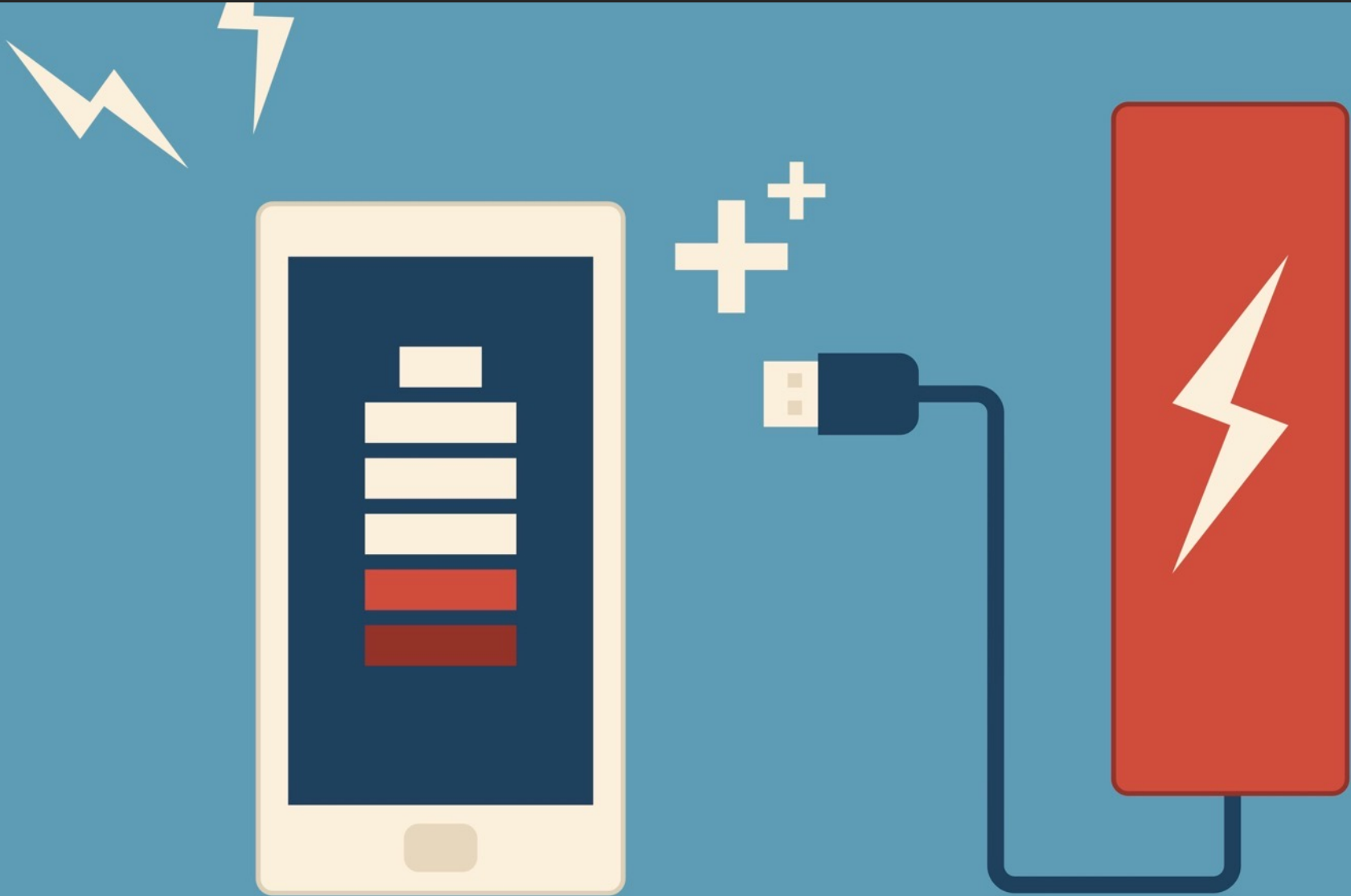
UITVOERDER



## REFLECTION

**What equipment do we need to create content?**

# Battery



# Clean your lens



# External audio | check audio after recording!



Rode Smartlav+



Rode Wireless GO I / II



# Steady shots



Ztylus



Gorillapod



Shoulderpod



# Steady shots



Monopod



Tripod

# Lightning



Manfrotto 3 LED



Leofoto



# ASSIGNMENT 2

Work on composition: **Film an interview**

# Editing

- **Small screen**
- **Lots of apps (free and paid)**
- **Easy for short stories / social posts**
- **Time consuming for longer stories**

# Practise with Kinemaster



# FILMING WITH A SMARTPHONE

**The story**





# Process

- Prepare your story
- Recording
- Post production | editing and distribution



# Preparation

- Preparation is a must when you make a video
- It helps to build up your story and get creative
- You don't want to miss a question or shot
- Make a script and shot list

# Preparation

- Who is your audience?
- What is your message?
- What is your purpose?
- On which channel?
- What do we see?

# Structure of a story

- Bang (opening)
- What is going on? (present)
- How come? (past, cause)
- What's next? - call to action (future)

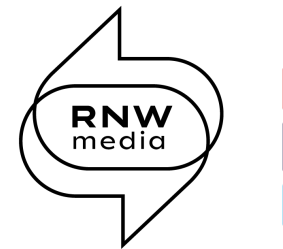
Bang!





## REFLECTION

**What is your key takeaway  
from this session?**



# Thank you!