



DIGITAL CONTENT CREATION

Day 9: Video Essentials

RECAP AND REFLECTION





Week 2

Podcasting Day 1

Podcasting Day 2

Video Essentials Day 1

Video Essentials Day 2

Virality & Pre-production

AGENDA DAY 8



180 minutes

Video essentials: light & composition

Visual storytelling

Video creative formats

Shots & Angles

Horizontal vs vertical



Shots



Establishing
shot



Medium



Ext. Close-up



Close-up



Over-the-shoulder



Creative angle

An extreme close-up photograph of a person's eyes, showing the intricate details of the eyelashes, the iris, and the surrounding skin texture. The image is centered and occupies the entire frame.

Extreme close up

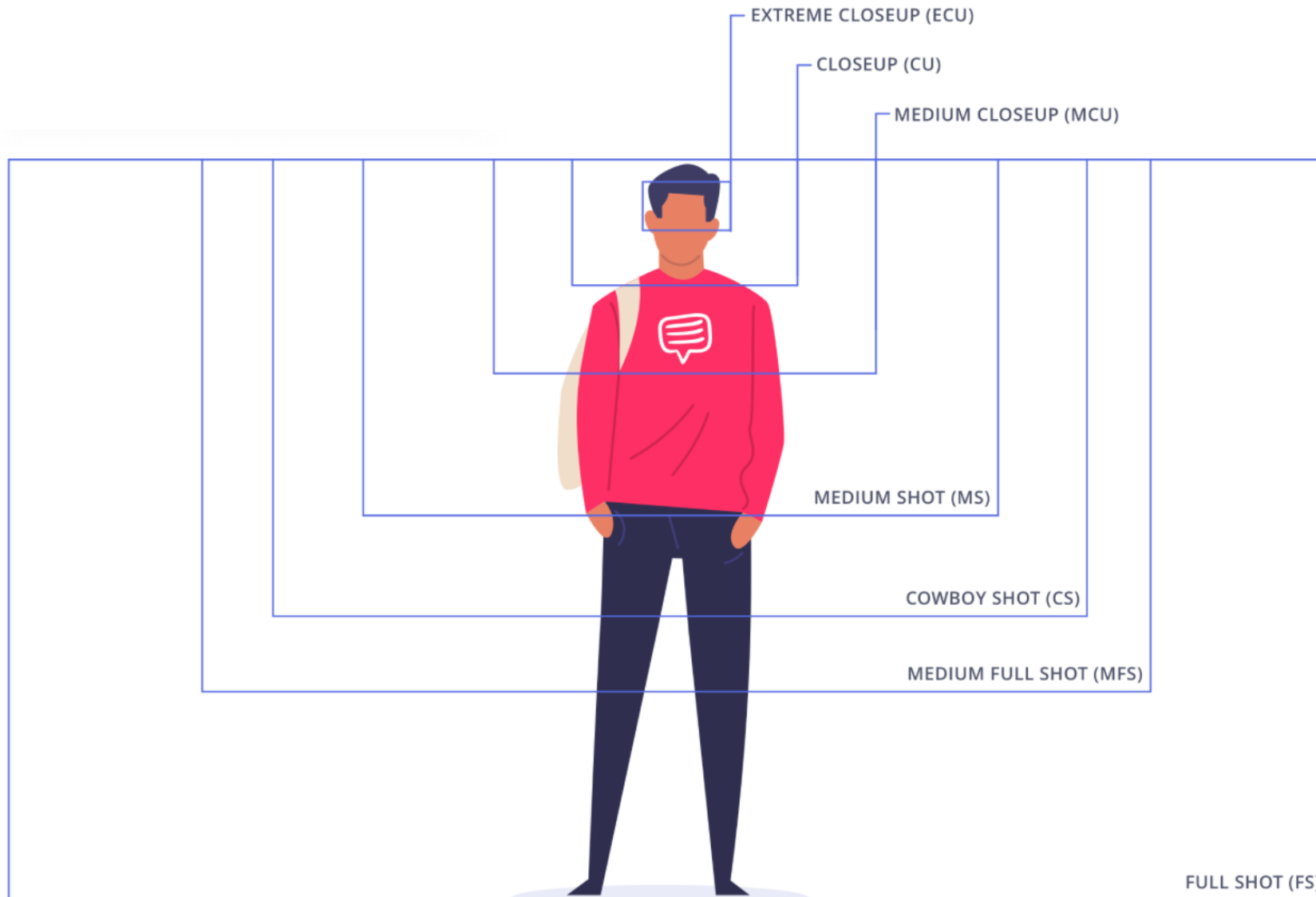
frame a subject closely, capturing minute detail not seen in normal circumstances.



Close up

A shot taken at close range that displays greater detail to the viewer. While the image will be intimate, you should be able to recognize the imagery in the composition. – Used for emphasis on the subject or emotional reaction

If it wasn't clear....



Another one...





Medium shot

The classic conversational shot. informational, and you will be able to register all your subject's details from the upper torso; sets the tone; viewer perspective; retains the interest on the scene even with busy background

Wide/Long shot

The wide shot allows the audience to absorb all scene information in a single shot.

Extreme wide shot

All about your location. It minimizes your characters and lets the location do the speaking for them.

Video on shot angles

<https://www.youtube.com/watch?v=AyML8xuKfoc>



ASSIGNMENT

Work on composition: Take 3
extreme closeu'ps videos

Recording Video

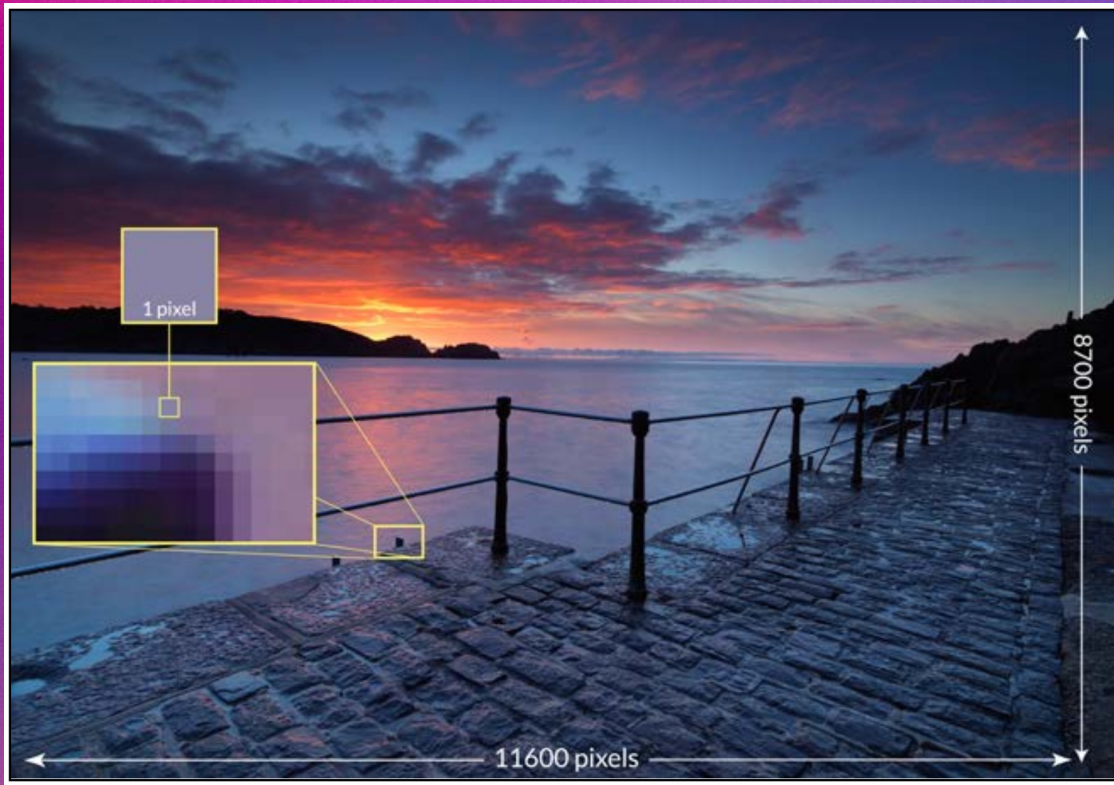


Recording Video

CHARACTERISTICS

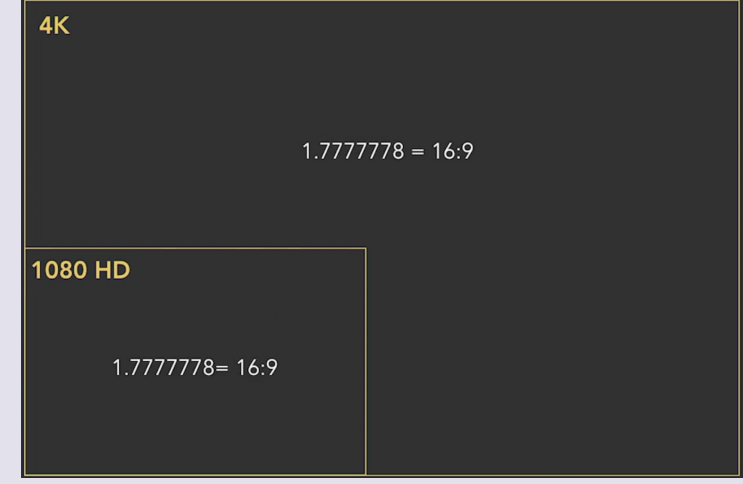
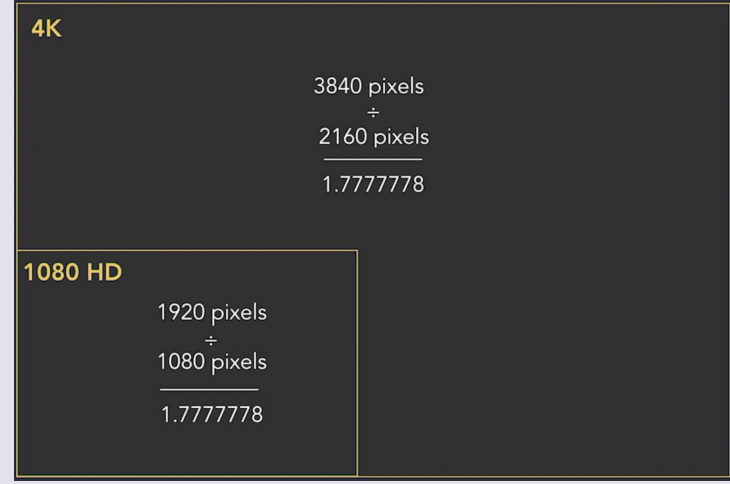
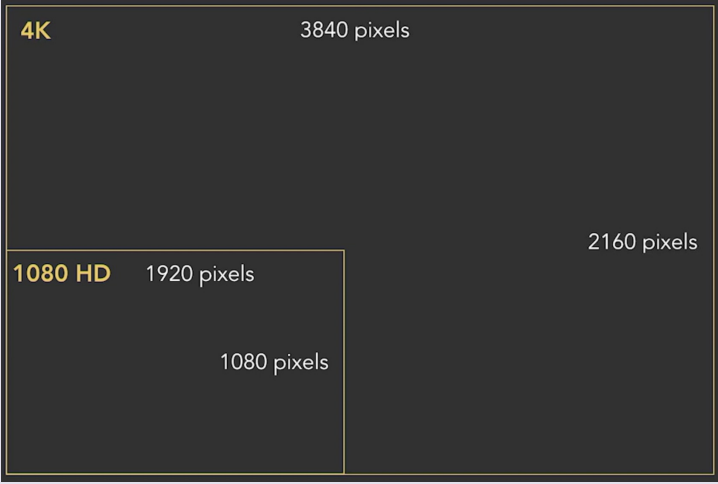
- Format / Content
- Assets
- Audience
- Length

Recording Video

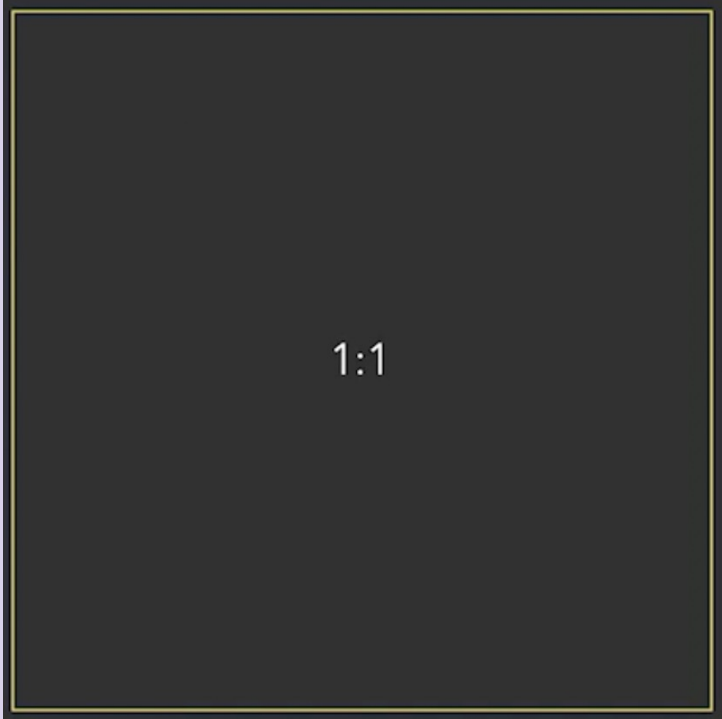
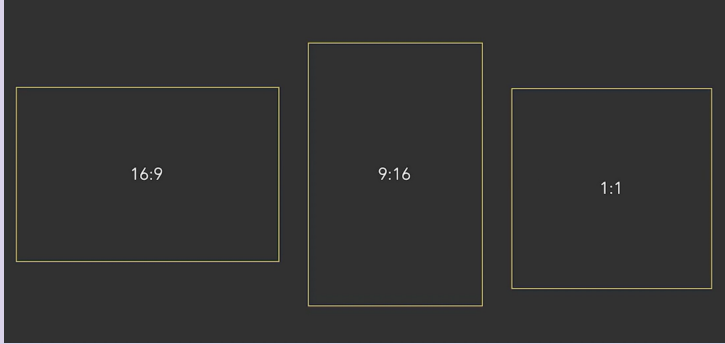
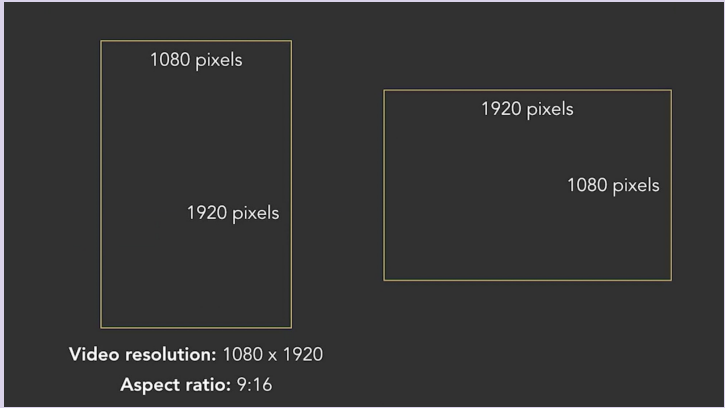


TECHNICAL SPECS

- Video Resolution
- Aspect ratio
- File size
- Tech format



VIDEO ASPECT RATIO



VIDEO ASPECT RATIO

Recording Video

TECHNICAL SPECS

- Video Resolution
- Aspect ratio
- File size
- Technical format

CAMERA MOVEMENTS

Move with intention



Pan

First up is the pan. A pan is when you move your camera from one side to the other. Panning generally is helpful to reveal a larger scene, like a crowd or to reveal something off-screen.

Step your speed up a notch, and you get the whip pan, which is handy for transitions showing the passing of time or travelling a distance dramatically or comically. We cover this in more detail in our last episode, so if you want to learn how to execute a whip pan, [go check it out](#).

TILT

To tilt, imagine your camera is your head nodding up and down.
Tilts are helpful as [a 'reveal' technique](#), either to unveil something from top to bottom or the reverse.

'Zooming' is probably the most commonly used camera movement; it lets you quickly move closer to the subject without physically moving. But be careful with these, as zooming lessens your image quality.

When you give zooming a go, keep the movement as smooth as possible.

A 'tracking shot' is one in which the camera moves alongside what it's recording. Tracking shots are sometimes called dolly shots, but they can be differentiated by the direction they take.

Tracking shots will generally follow along the horizontal axis as the subject moves. You're probably familiar with walking and talking scenes where a tracking shot stays on the subjects as they move.

Tracking shots are also helpful for showing a stretch of road or scenery.

A 'dolly shot' is when the camera moves toward or away from the subject you're shooting. Instead of using the zoom to get closer, the camera is physically moving relative to the subject.

Using a dolly to push in slowly helps build drama or tension in a scene or simply some significance to the subject it's moving in on.

The 'following' shot is a tracking shot in which the camera continuously follows the subject's action.

If you want to achieve a smooth, seamless following shot, Steadicams and gimbals are your friends. Otherwise, shaky, [handheld shots](#) give a sense of realism or unease.

Long following shots, if executed well, are genuinely impressive and mesmerising cinematic feats.

ASSIGNMENT

Work on camera movements:

choose one of the camera movements and use it to record a video. Make sure that the movement that you choose has an intentional meaning





The future of formats in video

- DOCUMENTARY
- VIDEO ESSAY
- VLOG / SOCIAL
MEDIA
- FICTION
- INTERVIEW
- EDUCATIONAL
- INFORMATIVE



WHAT IS A VLOG?

- A video blog
- A vlog is a video that documents a person's life, opinions, interests, and thoughts
- The primary goal is to communicate on a personal level with an audience
- The person vlogging is called a vlogger



**What is the
most important
element of a
vlog?**

THE STORY!





Ches
Caleigh

**Do you watch
any vloggers?
Why? Why
not?**



WHAT DO YOU NEED TO VLOG?



A story/idea



**A smartphone
or camera**



**Internet
connection**

Don't try to appeal to everyone.
Choose a specific target audience.



**How do you
attract an
audience?**

What goes on the
internet, stays on the
internet.

Assess risks and be
cautious.



TIPS

Starting is as simple as getting your smartphone from your pocket and pressing record.

The more you vlog, the better you will get at it.

If you want to vlog to make money, don't.

If you want to vlog because you want to share your stories, opinions, experiences with others, you can make money

INTROS & OUTROS



- **INTROS:** Intros for videos exist for a number of reasons. They establish the identity of the show, and familiarize viewers with the locations and content. On top of that, the music used in an intro is a great way to mentally prepare people to leave the stresses of the real world behind for a short period and enter the world of your content. A great intro can get your viewers excited for your video. As they start to recognize the music and the visuals, they may even begin to look forward to seeing your intro every time you release a new video. This helps to generate buzz and build loyalty among your viewers.
- **OUTROS:** Outros are the ways in which videos can end, often their purpose is to credit the people doing the work (from writers, cameraperson, producers, editor, director, assistants, etc.) and institutions that support the project (funding, government, etc.).
 - Another good reason to have an outro is to create some expectation about the future videos; in Youtube for example, often the presenter would come to video and say what might come in the next videos, or suggest some engagement strategies like asking people to comment, suggest, share, subscribe, or even just say goodbye until next time. Outros come in all shapes and sizes but generally have some things in common: they're short! You only have a few seconds to make a last impression on your viewers, so make sure you make the most of it.
- Both should last about 5 to 20 seconds – However, not clear rule depends on the signature of the creator.

INTROS & OUTROS



VLOG INTROS

What do you think is important to consider when making an intro of a vlog?



VLOG OUTROS

What do you think is important to consider when making an outro of a vlog?



ASSIGNMENT

Brainstorm about your final products (video, podcast and blog) and discuss it with trainers and peers.



**HELPFUL
TIPS**





REFLECTION

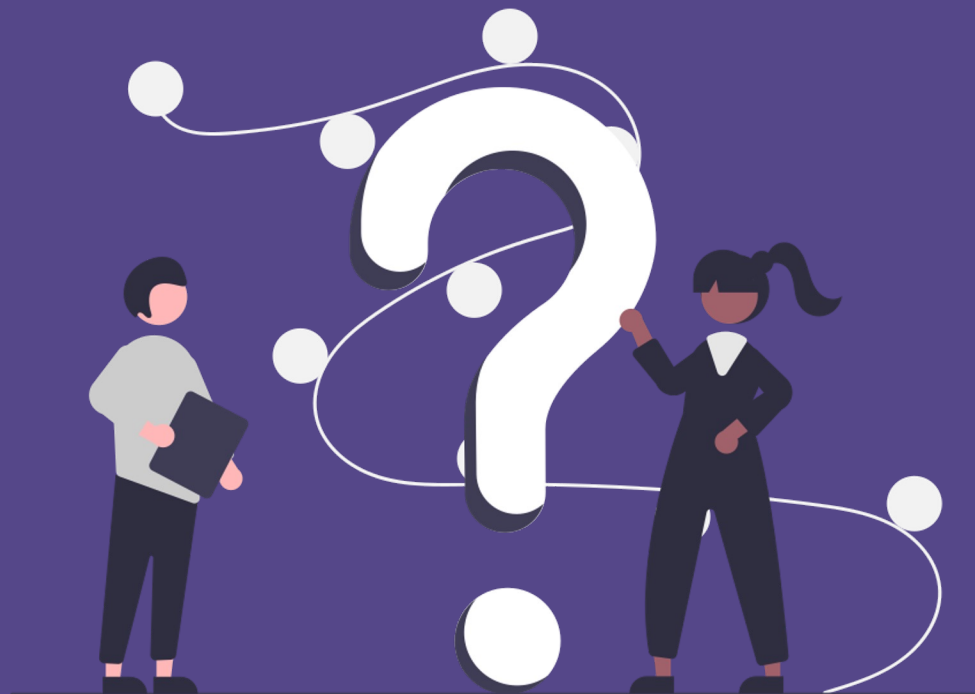
**What are your key
takeaways from
this session?**

ASSIGNMENT

Film an intro & outro of a vlog:
Composition and light should be considered.



QUESTIONS





THANK YOU!

