



DIGITAL CONTENT CREATION

Day 8 & 9: Video Essentials

Let's break the ice.



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



Shot diversity

**Interview: light, sound &
composition**

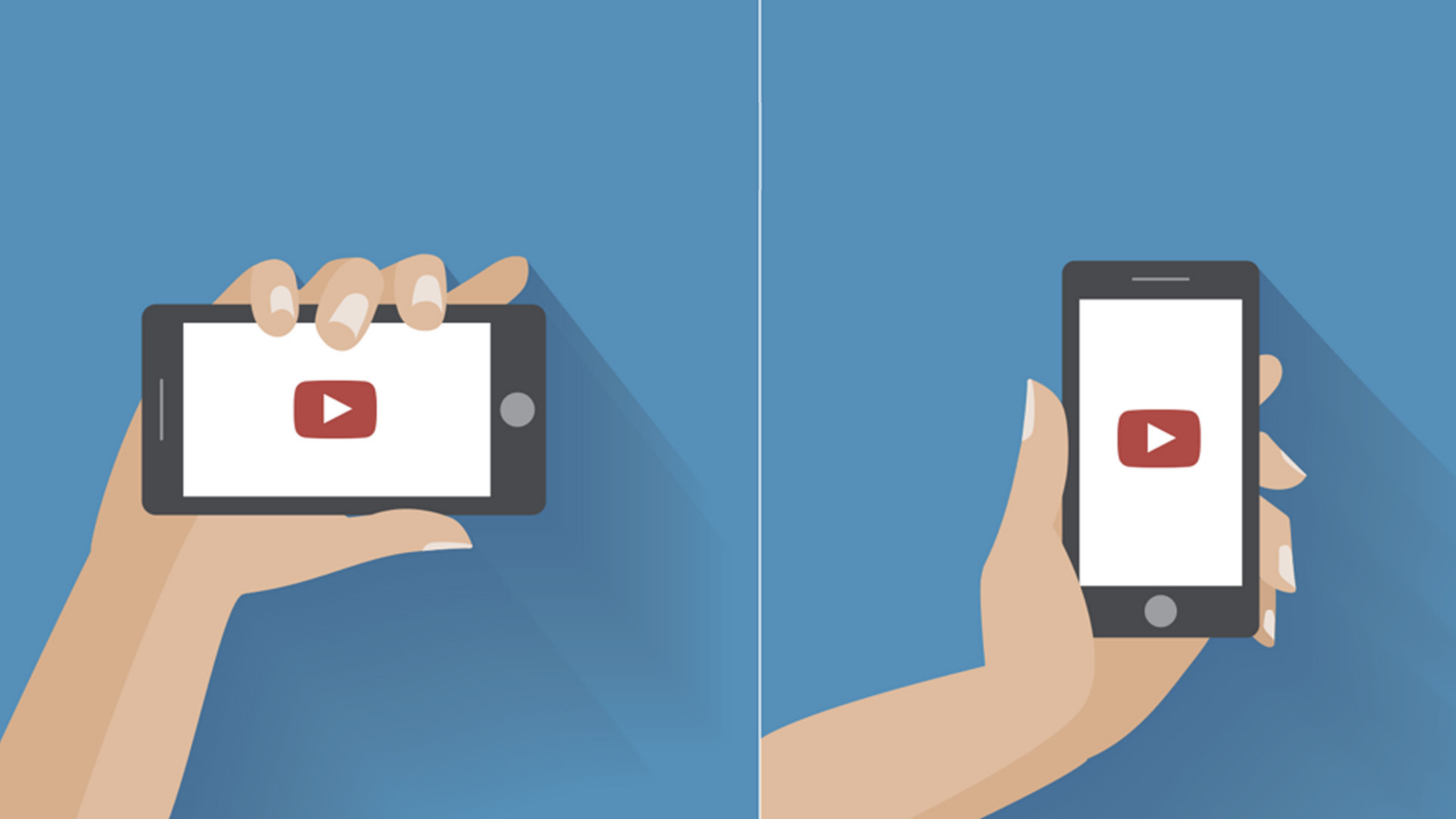
Visual storytelling



Unsane | iPhone 7 plus
Academy Award Winner
Director: Steven Soderbergh



1. Get your phone
2. Make a very short film (15 s)
3. Topic: you're in a training
'Filming with your
smartphone'



Horizontal: laid back audience

- Youtube
- Waiting room
- Congres

Vertical: scrolling audience

- Social media

Walking around with your camera:

- Audience can get 'seasick'
- Hard to edit non-conscious movement
- Like vlogging

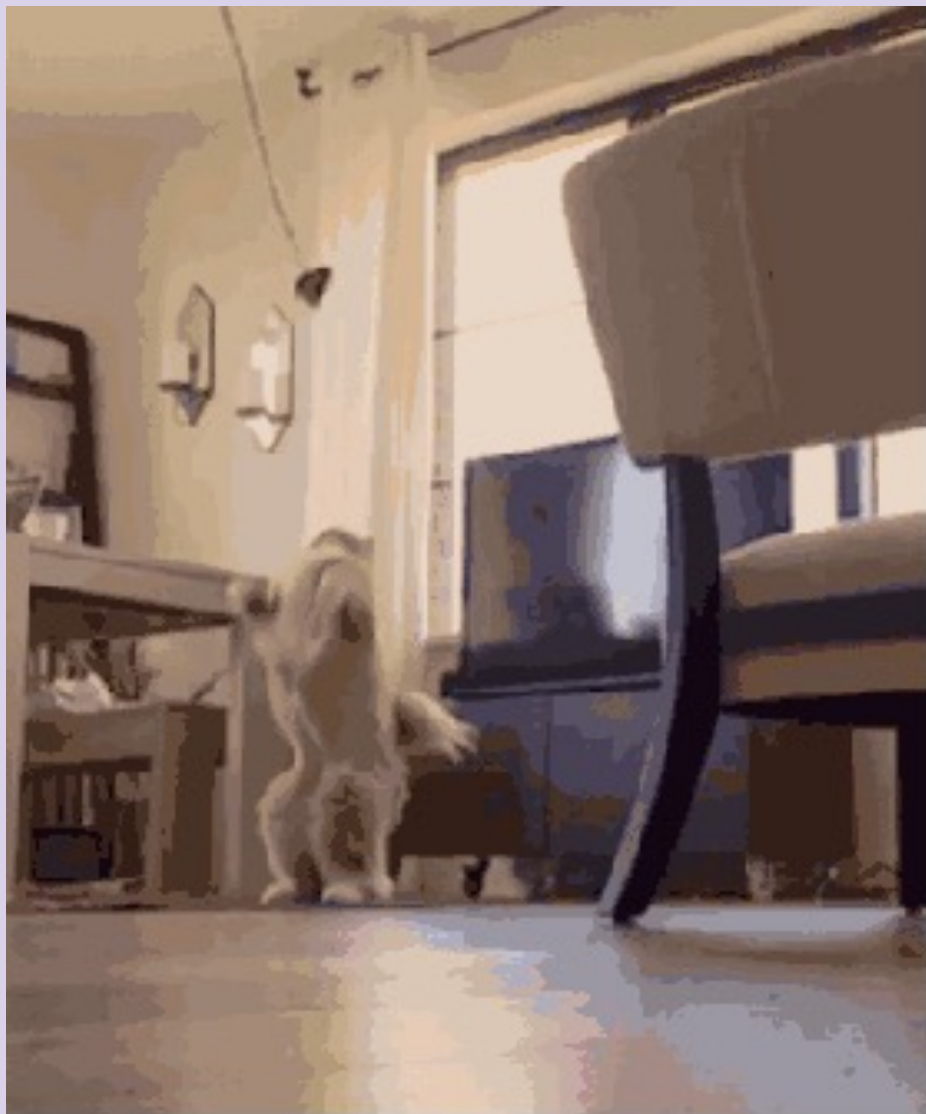
Filming from a distance:

- Your film will be boring
- Use shot diversity

Keep your camera steady



The scene is moving, not your camera







An extreme close-up photograph of a person's eyes, showing the iris, pupil, and surrounding skin texture in high detail. The eyes are looking directly at the camera. The lighting is soft, highlighting the texture of the skin and the individual eyelashes.

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.



Medium shot

The classic conversational shot. Friendly, informational, and you will be able to register all your subject's details from the upper torso.

Wide/Long shot

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

Extreme wide shot

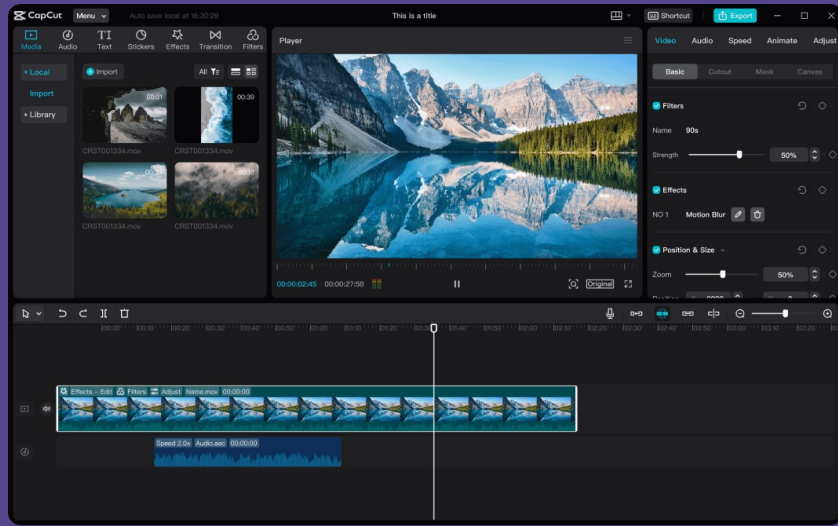
All about your location. It minimizes your characters and lets the location do the speaking for them.



ASSIGNMENT

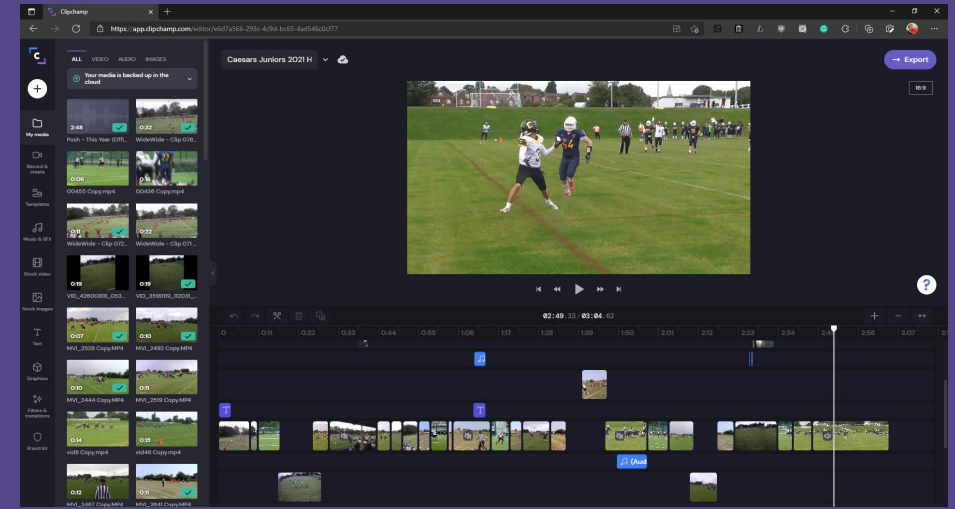
Filming a displacement of someone
Groups of 2

- Choose point A and point B
- Let someone walk from A to B
- Film the displacement in **5 shots**
- Use close, medium and wide shots
- Don't move the camera

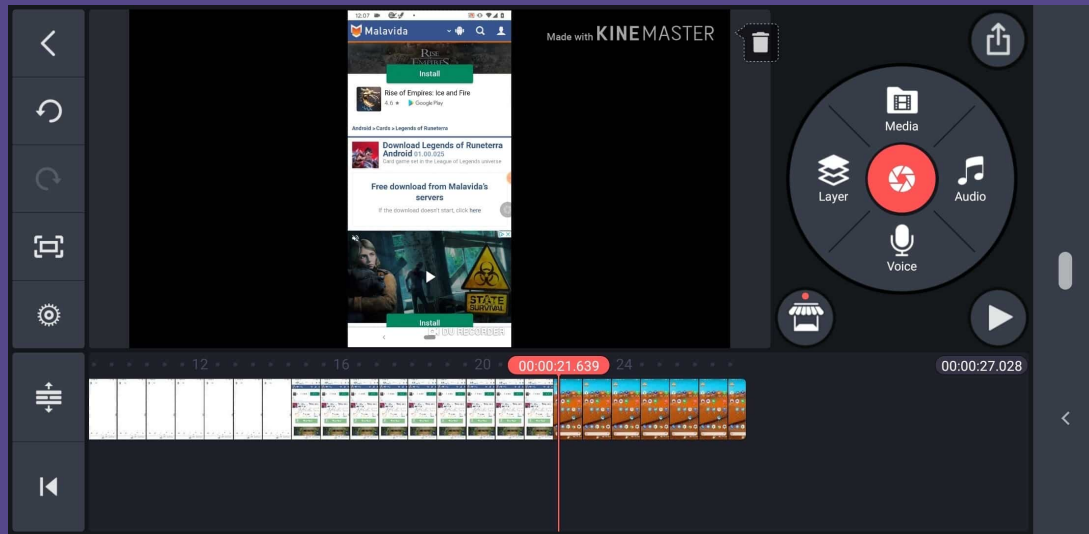


CapCut (TikTok company)

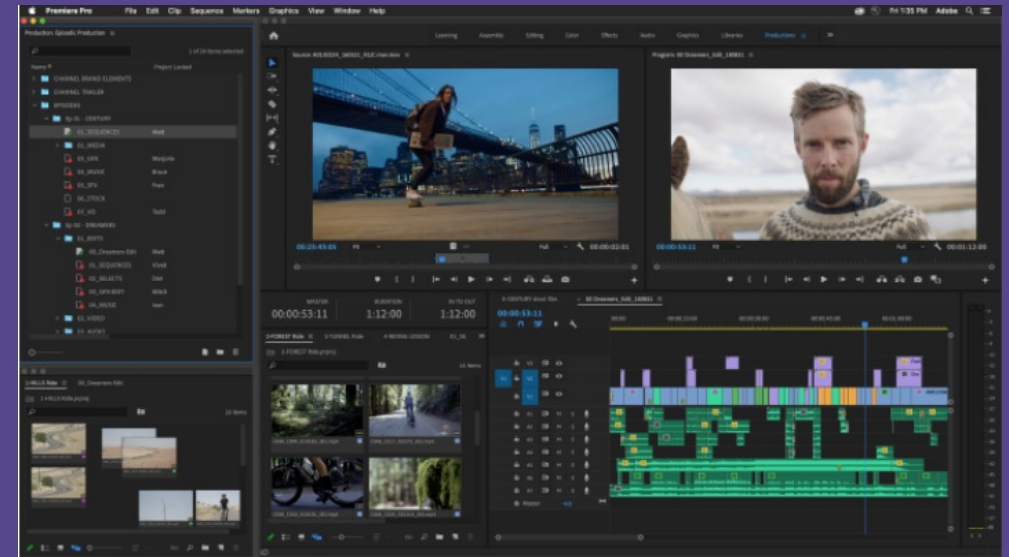
Editing



ClipChamp (online, Microsoft)



Kinemaster (on your phone)



Adobe Premiere Pro



Filming an interview:

1. Light
2. Sound
3. Composition

A spotlight beam of light shines down from the top center of the frame, illuminating the word "Light" in the center. The beam is a soft, white cone that tapers towards the top and widens at the bottom, where it creates a circular pool of light on the ground. The background is a solid black, making the light and the text stand out prominently.

Light

Light



Hard Light



Soft Light

Light sources



Natural



Artificial



Mixed

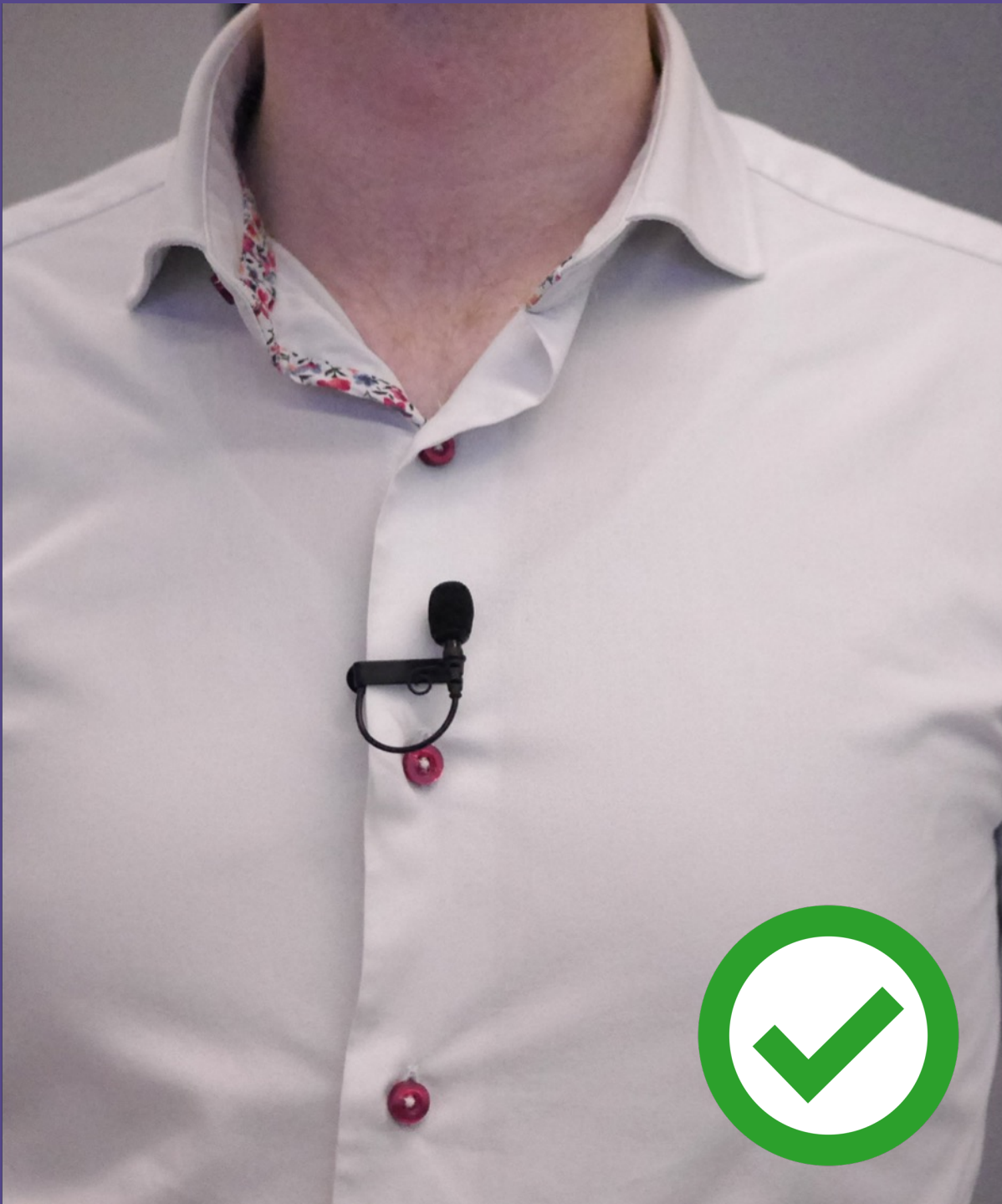
Professional recording: FiLMiC Pro



Sound



Check your sound right after recording

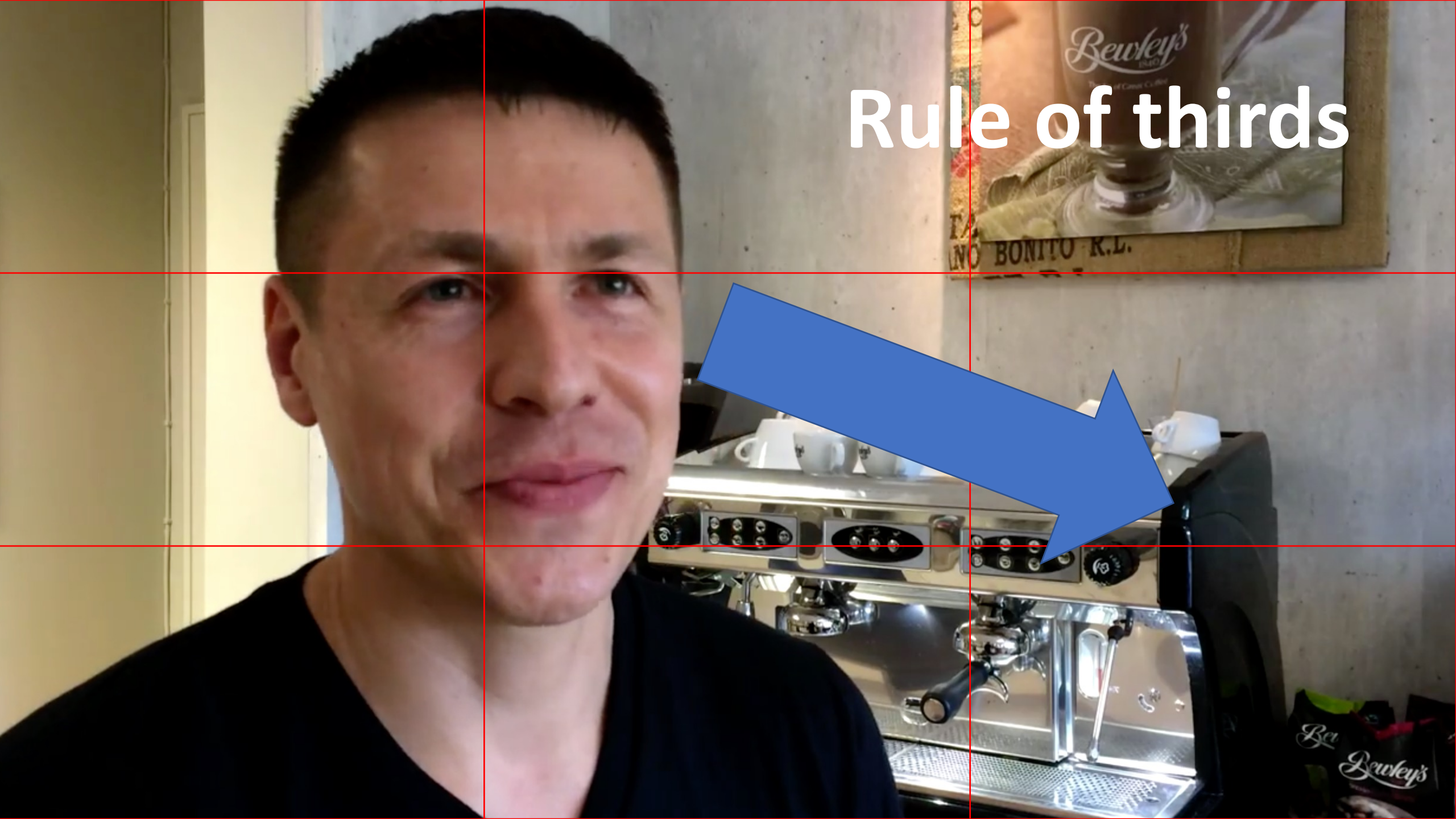




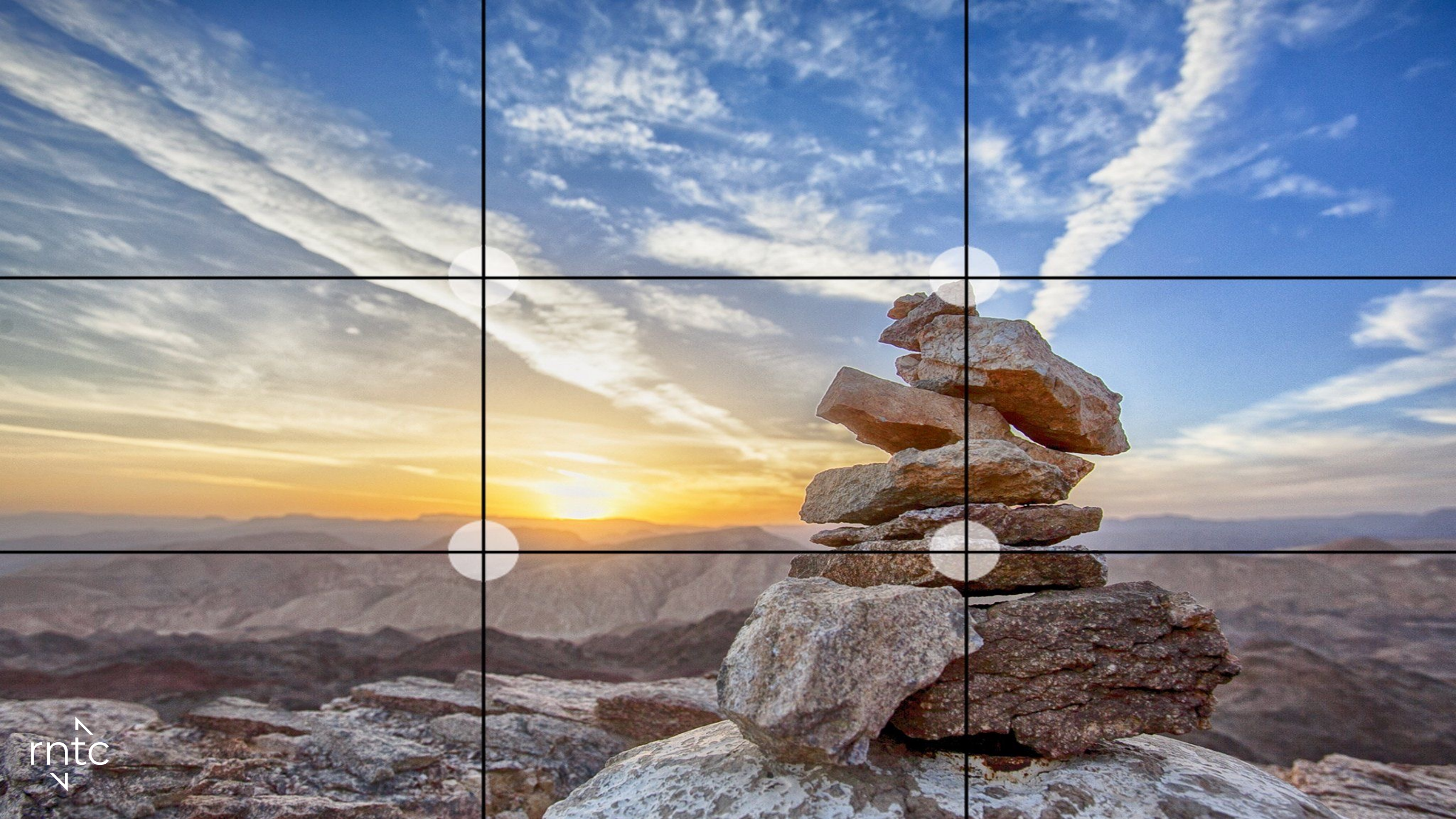
Composition



Rule of thirds







rntc

ASSIGNMENT



1. Interview your partner (SHORT) about a specific place in this building. (the coffee? The cells? The film room? The magic white board? Etc.

Pay attention to what you could film after the interview.

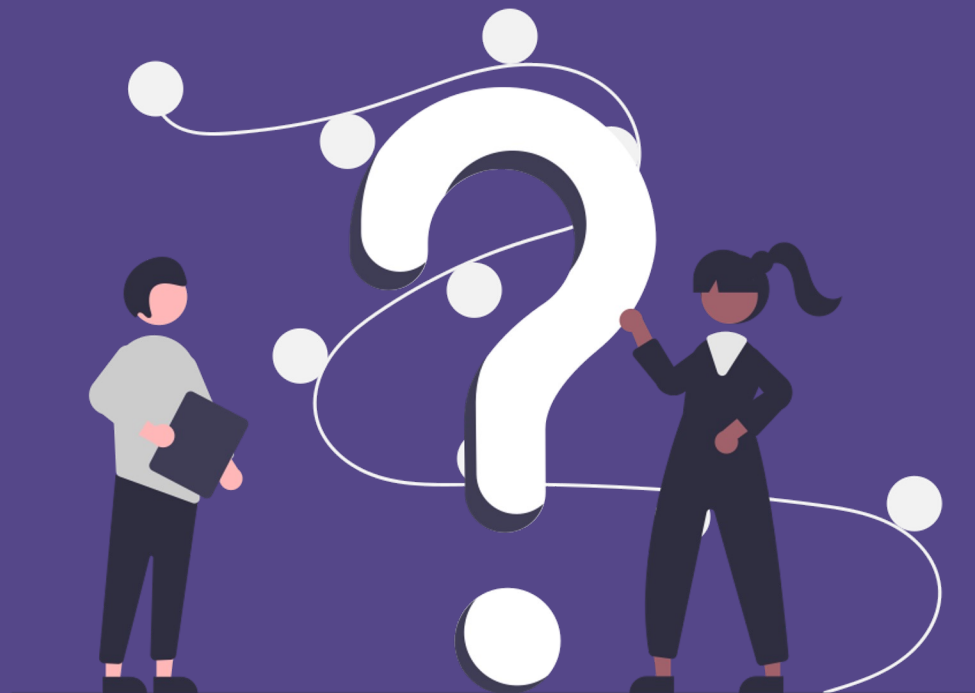
2. Film the elements that the interviewee talked about.

Let the interviewee show you. Film the action in some clips: close, medium, wide.



REFLECTION

QUESTIONS





THANK YOU!