



SMARTPHONE REPORTING

Day 5

Let's break the ice.



AGENDA DAY 5



5 hours
1 hour lunch break
1 hour assignment

Introduction to smartphone reporting & video creation

Essential tools & equipment

Capturing high-quality footage

Useful formats to know

Video editing & publishing tips

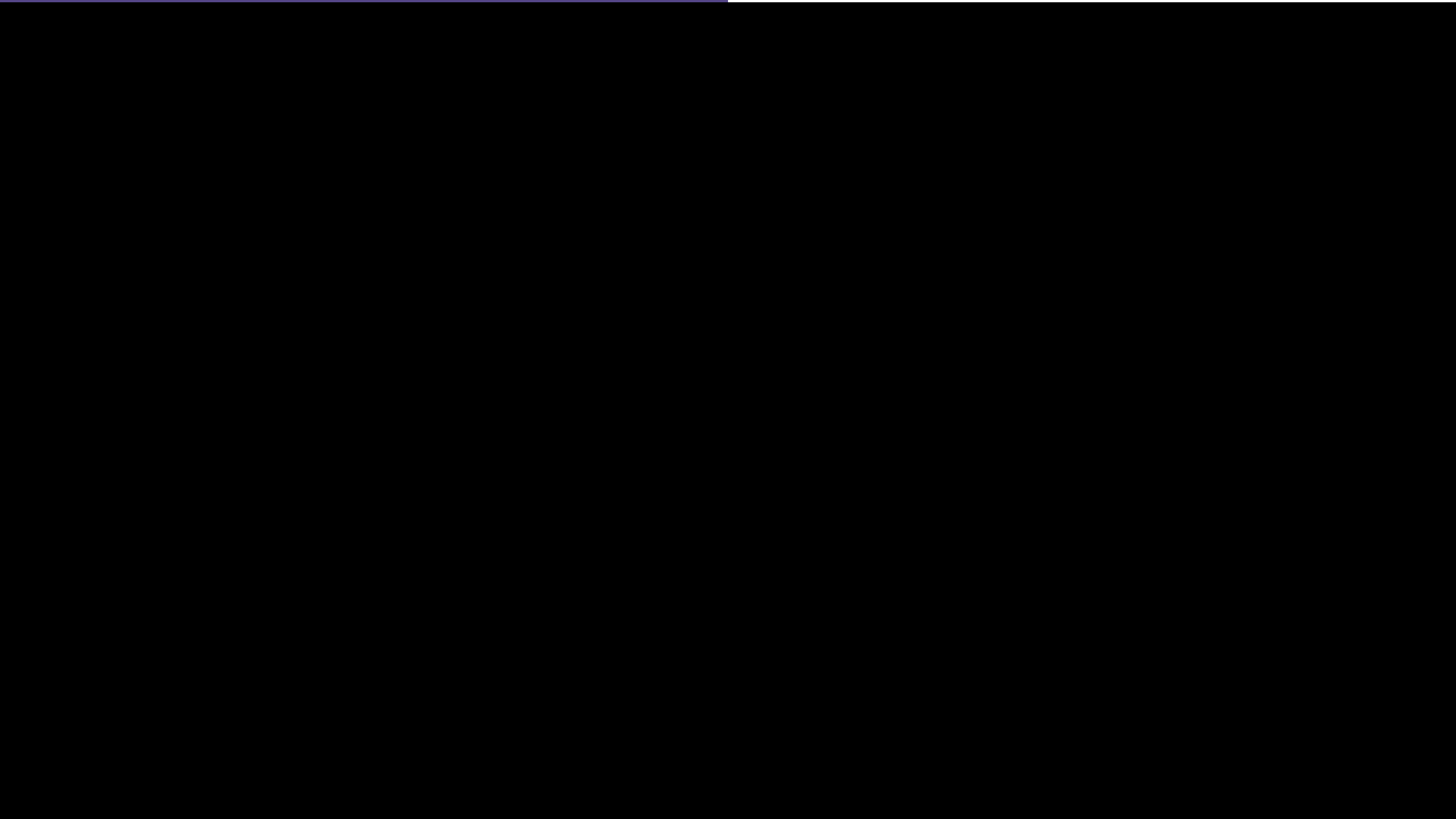


Use the code and answer the following questions:

Menti.com

Code: 2440 4926

1. What is your experience doing smartphone reporting?
2. What challenges have you faced?





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

Smartphone reporting

Advantages

- Accessibility and timeliness
- Cost-effectiveness
- Citizen journalism
- Social media integration

Limitations

- Quality limitations
- Battery life and storage
- Audio quality
- Limited control





Zero-measurement

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

Vertical or horizontal?

The decision to record vertical or horizontal video depends on a combination of factors such as content, platform, audience, visual composition, and intended use.



Vertical or horizontal?

Horizontal: laid back audience

- Youtube
- Waiting room
- Congres

Vertical: scrolling audience

- Social media

Other tips:

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





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.

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

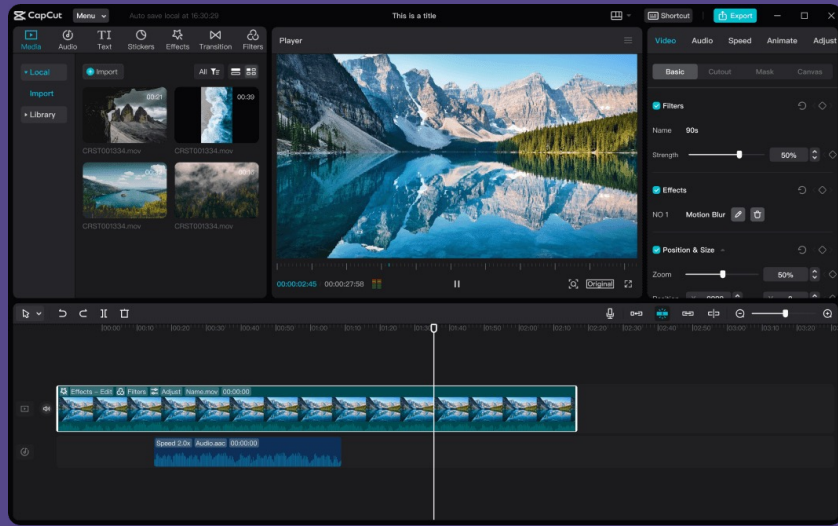
All about your location. It minimizes your characters and lets the location do the speaking for them.



ASSIGNMENT (20 min)

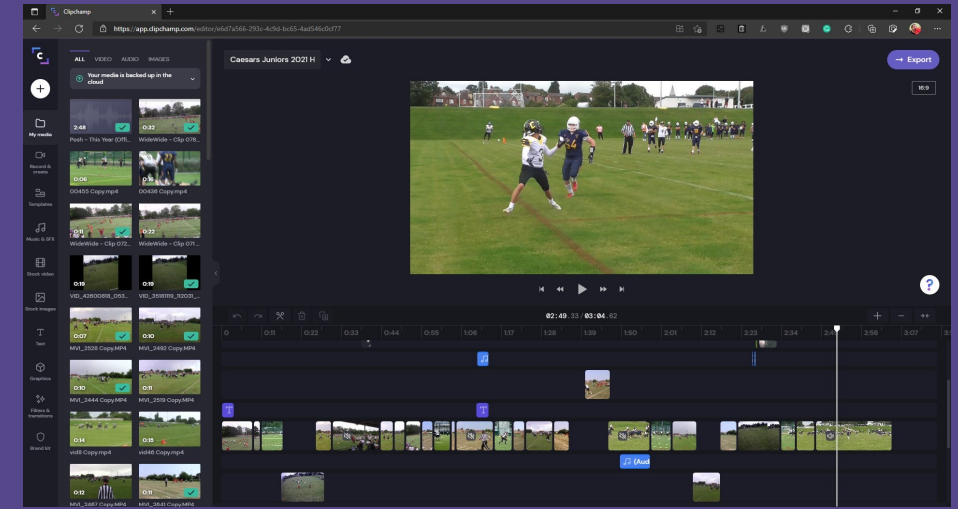
Filming a displacement of someone Groups of 2

- 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
- Change rolls

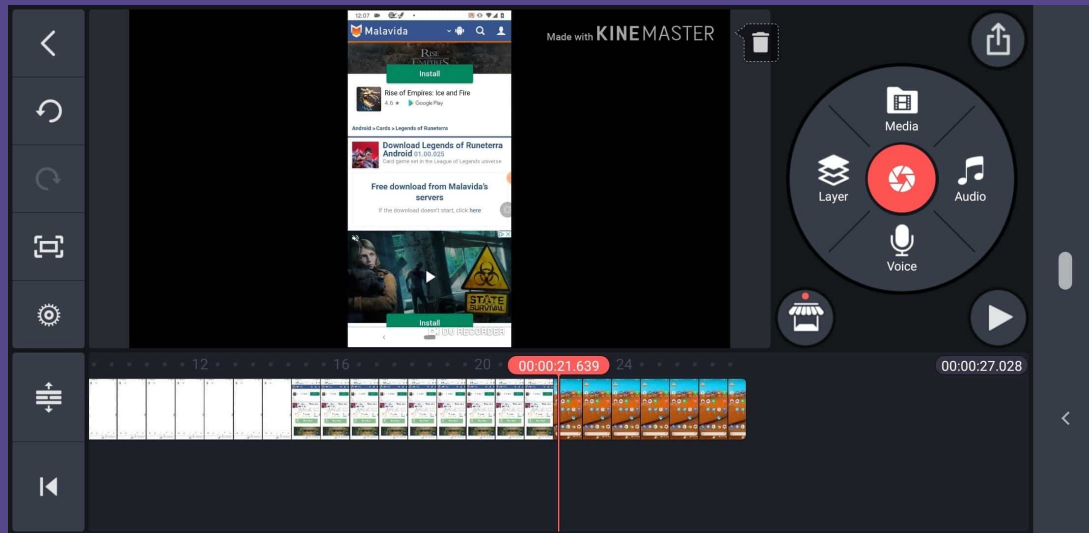


CapCut (TikTok company)

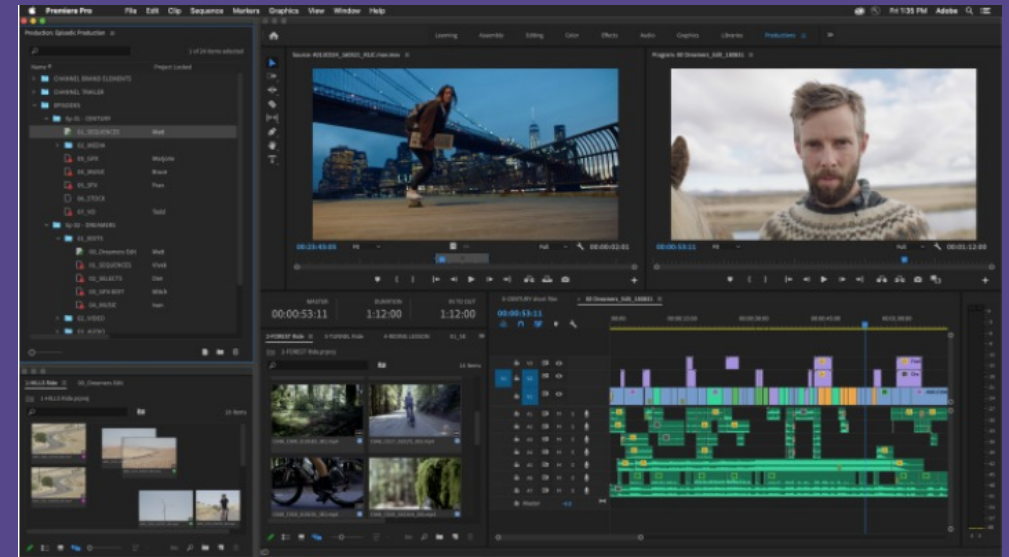
Editing



ClipChamp (online, Microsoft)



Kinemaster (on your phone)



Adobe Premiere Pro



Essential tools & equipment

What are the tools you will need to record and produce high-quality video content with your smartphone?

Recommended accessories

- Tripod or Gimbal
- External Microphone
- Portable lighting
- Power banks & chargers





Filming an interview:

1. Light
2. Sound
3. Composition

Light



Light sources



Natural



Artificial



Mixed

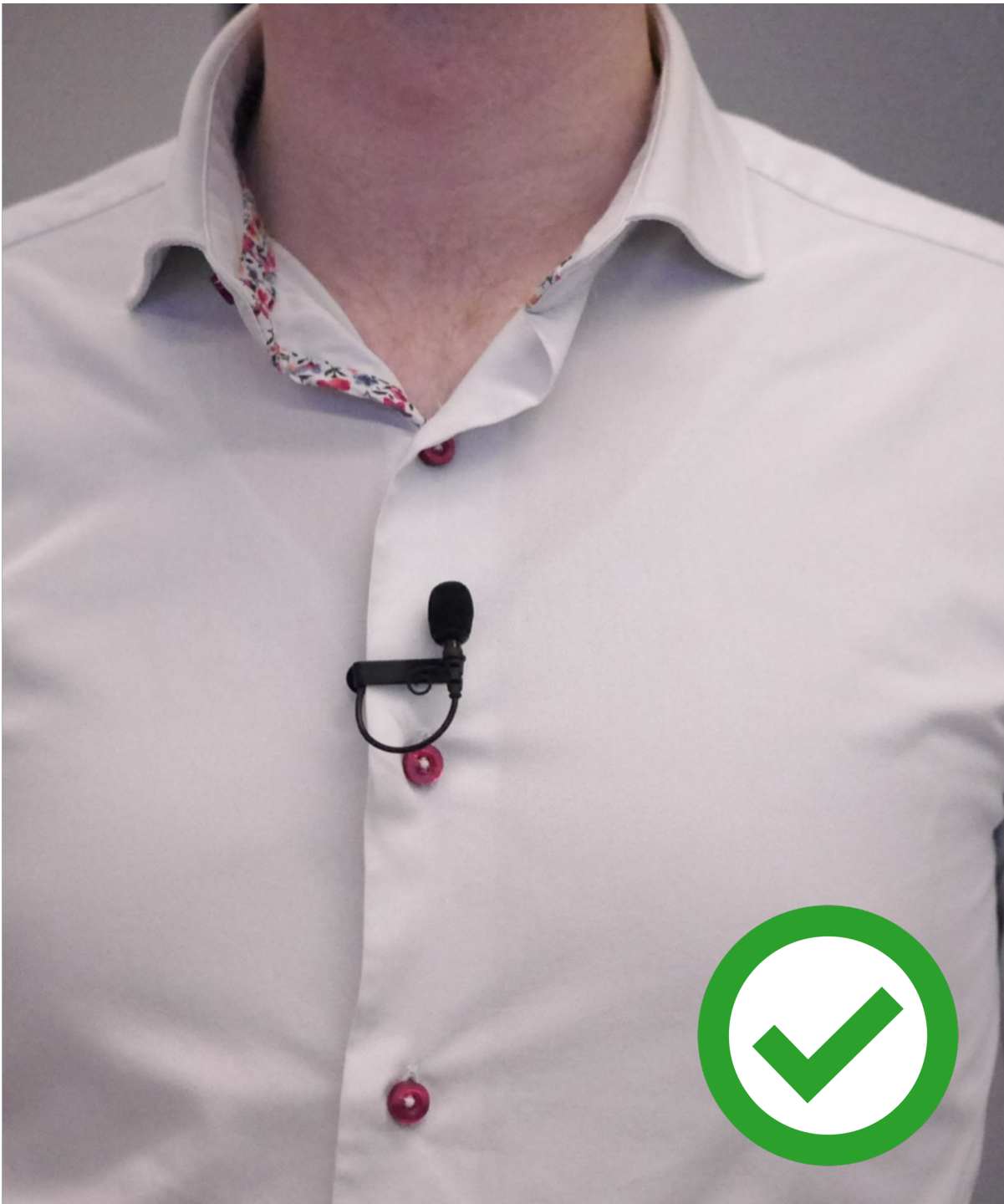
Professional recording: FiLMiC Pro



Sound



Check your sound right after recording

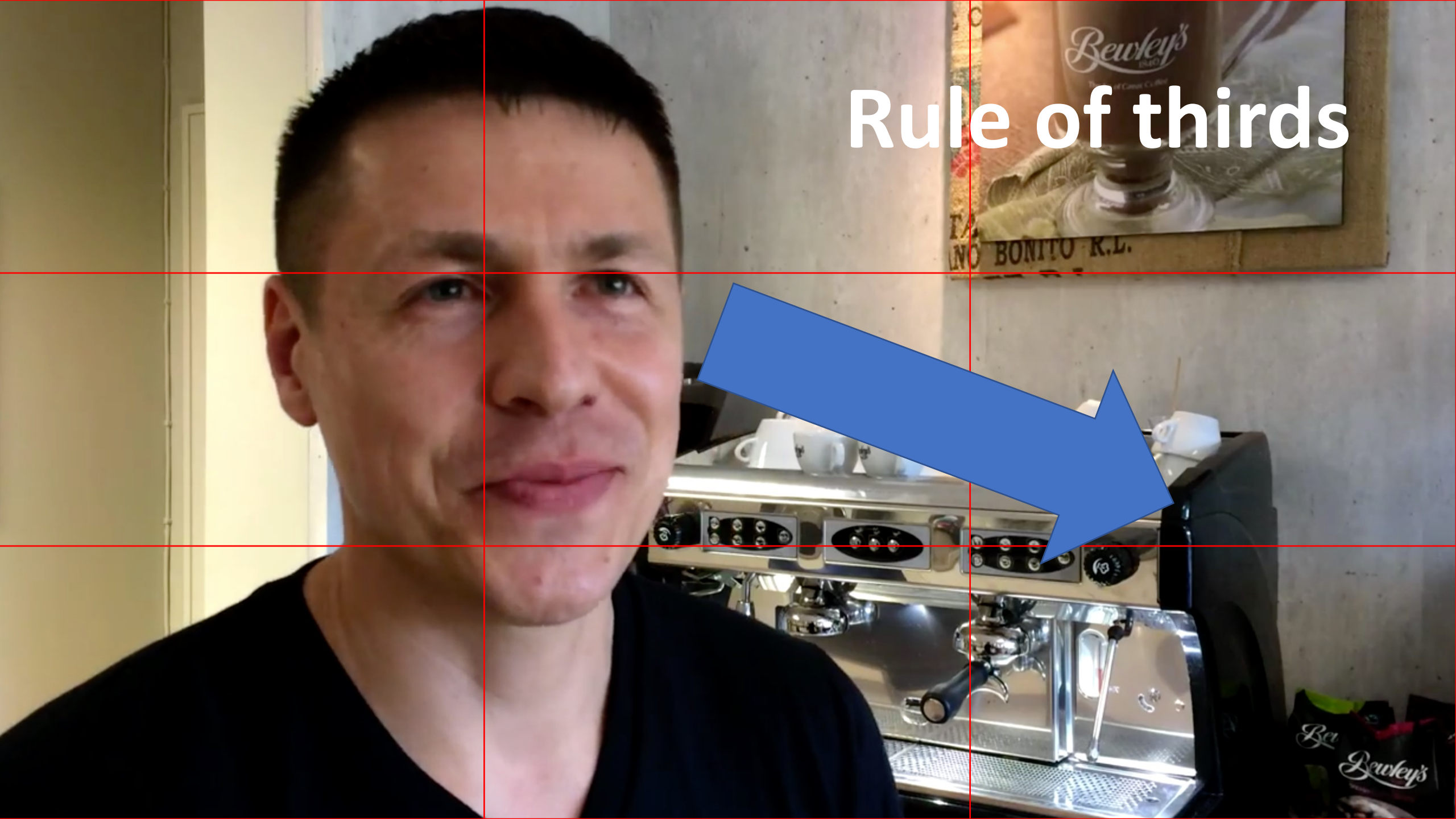




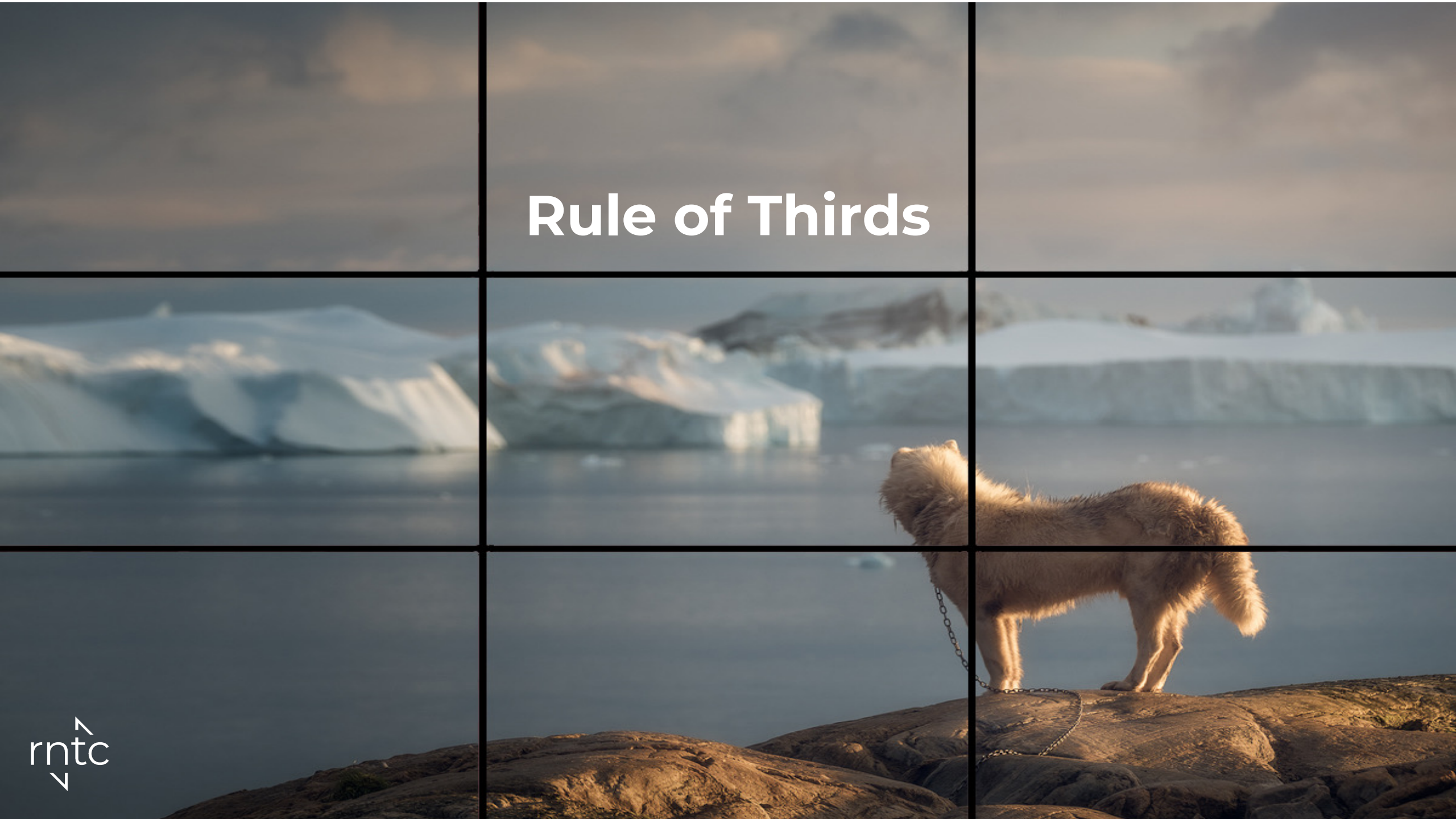
Composition



Rule of thirds



Rule of Thirds



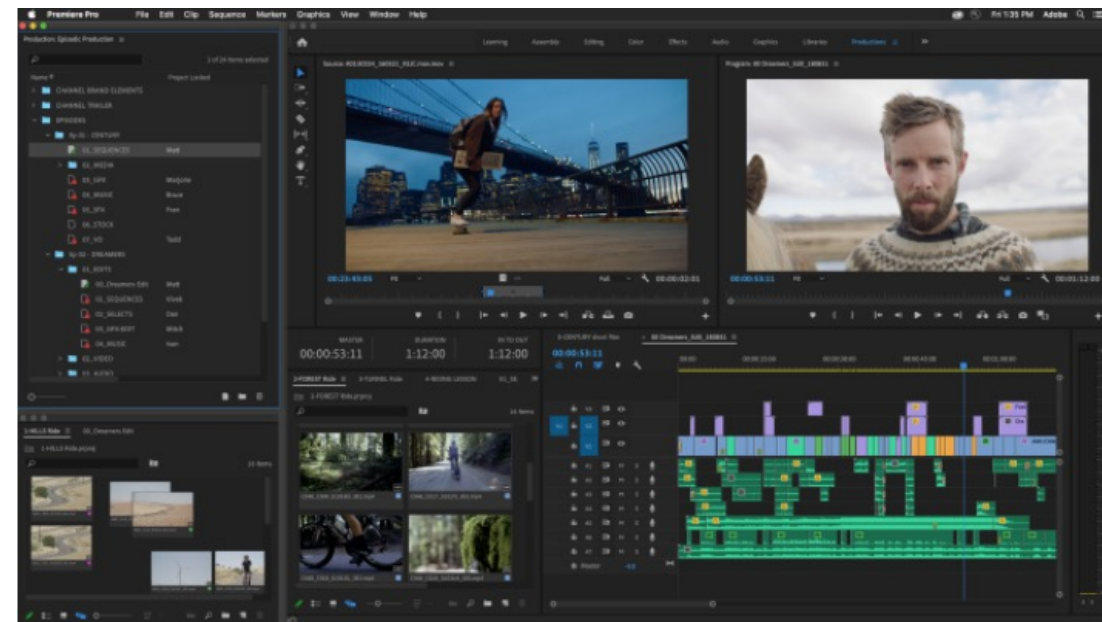


ASSIGNMENT

Smartphone reporting (30 mins)

1. Make groups of three with the same smartphone: Android or iPhone.
2. Choose roles: a filmer, an interviewer, and interviewee
3. Read carefully the script and start filming!
4. Share you footage

Multitrack editing





Free Creative Commons Sounds & Music

- YouTube Audio Library
- SoundCloud
- Free Music Archive
- Freesound.org
- Bandcamp
- Pixabay
- Musopen
- Jamendo
- and more!

Double check the license before
you use it in your film!



REFLECTION

What are some of the formats you think you can use for producing media to counter hate speech and disinformation?

News reporting

How-to guides

Interviews &
profiles

Event coverage

Educational
content

Fact checking &
debunking

Humanizing
stories

Constructive
dialogues

Promoting
diversity

Community
actions

**Formats to
consider**

CAMERA MOVEMENTS

Move with intention



PAN



TILT

rntc



ZOOM





rntc

TRACKING



rntc

DOLLY



rntc

FOLLOWING



**Things to
consider when
publishing...**



Platforms



Titles & descriptions

Attention-grabbing, keywords, links, CTA



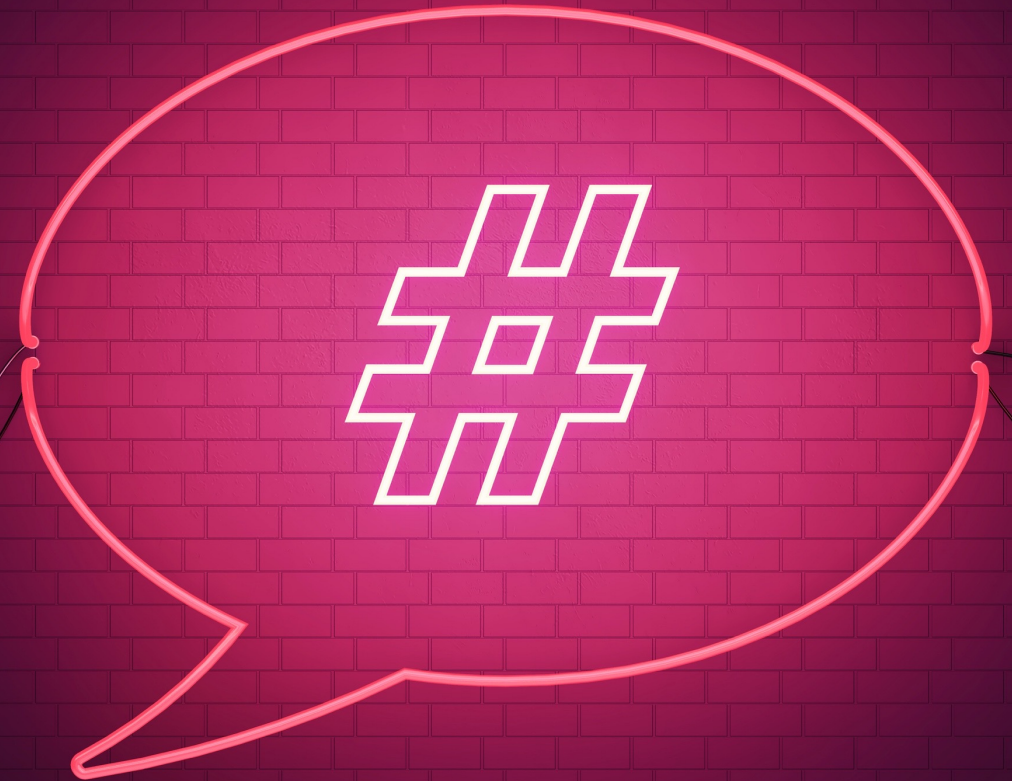
Publishing time

- Facebook and Instagram, mid-week during lunch breaks or early evenings tend to be popular times.
- On Twitter, weekdays during late afternoons and early evenings often yield higher engagement.
- LinkedIn sees higher activity during weekday business hours.
- YouTube, being a video-centric platform, benefits from consistent scheduling and publishing during peak viewing hours

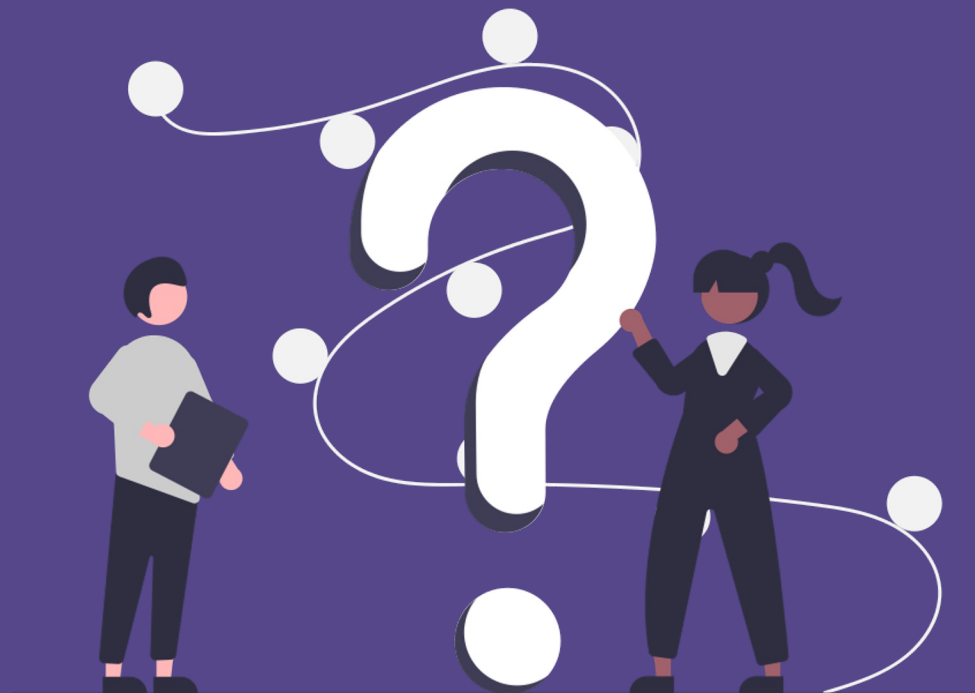


Findability

Keywords, hashtags, consistency, engagement with audience, SEO techniques, optimize profile



QUESTIONS



A simple line-art icon of a lit lightbulb, with short lines radiating from the top half to represent light or an idea.

REFLECTION

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



THANK YOU!