SMARTPHONE REPORTING

Day 5

RECAP AND REFLECTION

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WHAT FORMATS ARE USED?

☐ Radio Phone-in

☐ Big Brother (Reality TV)

⚽ Football highlights

☐ Live shopping channel selling kitchen equipment

☐ Pop song video

☐ President's address to the nation

☐ Cinema film trailer

☐ Chat show with celebrity guests

☐ Press conference

☐ Stand-up comedy

☐ Parliamentary debate

ANSWERS

☐ Radio Phone-in
  Magazine of phone interviews

☐ Big Brother (Reality TV)
  Game (with interview, testimony, montage)

⚽ Football highlights
  Magazine of football reports

☐ Live shopping channel selling kitchen equipment
  Actuality, magazine of demonstrations

☐ Pop song video
  Montage

☐ President's address to the nation
  Testimony

☐ Cinema film trailer
  Montage

☐ Chat show with celebrity guests
  Magazine of interviews

☐ Press conference
  Testimony followed by (group) interview

☐ Stand-up comedy
  Drama, testimony

☐ Parliamentary debate
  Live, actuality discussion

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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
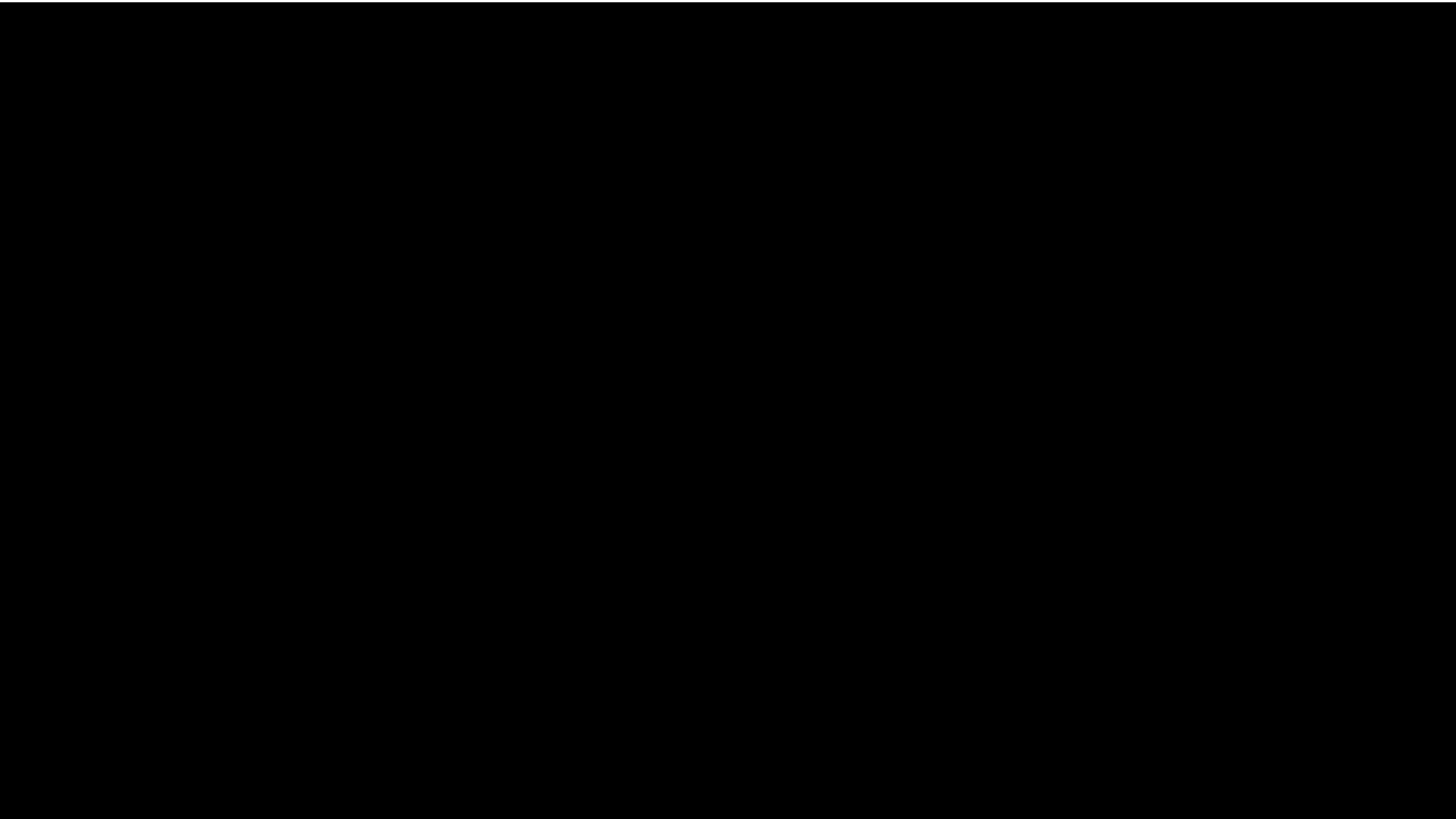
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Smartphone reporting

Advantages

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

Limitations

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

Unsane

Filmed with iPhone 7 plus

Academy Award Winner

Director: Steven Soderbergh

Searching for Sugar Man

Best Oscar Documentary 2013

Director: Malik Bendjelloul

Essential tools & equipment

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

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Recommended accessories

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

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Lighting accessories

- Light rings
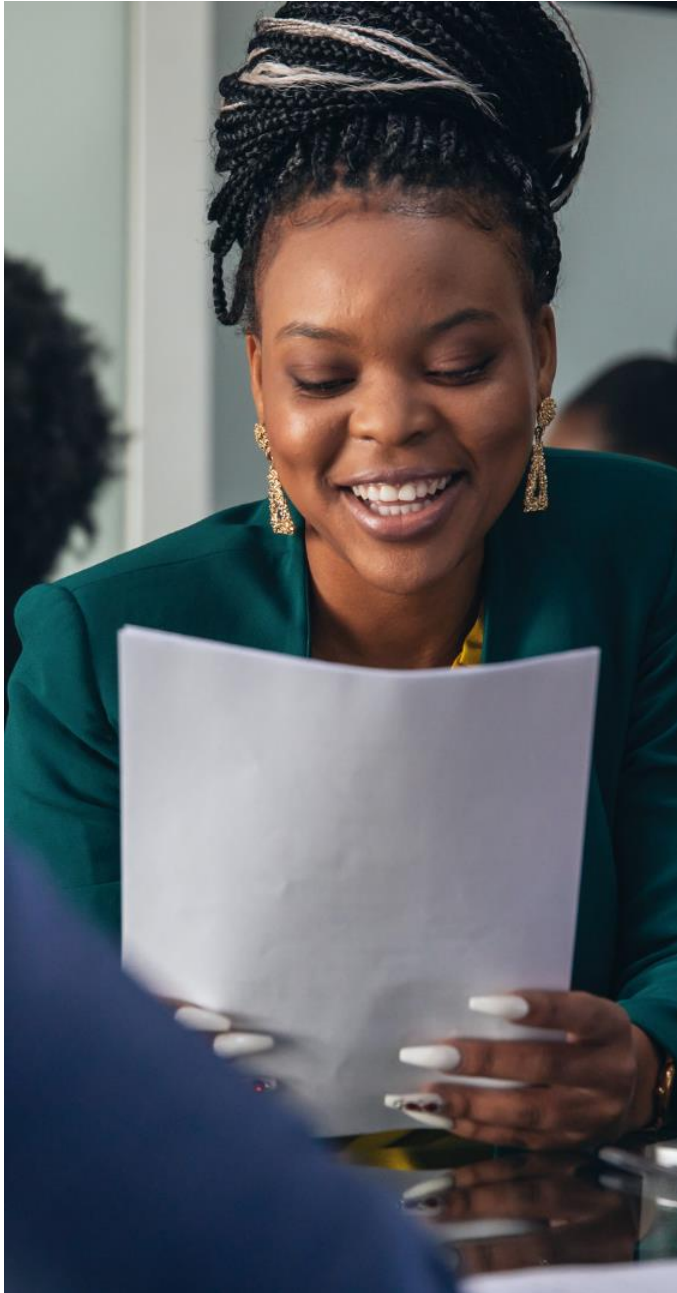- Led lamps
- Flashligthts

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Zero-measurement

1. Get your phone
2. Make a very short video (15s)
3. Topic: De Koepel

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Vertical or horizontal?

Depends on a combination of factors such as:
- Content or story type
- Platform & audience
- Composition
- Context / Intended use
- Branding / Visual coherence

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Vertical or horizontal?

Horizontal: laid back audience
- Youtube
- Waiting room
- Congress

Vertical: scrolling audience
- Social media channels

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

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Light

Light sources

Natural

Artificial

Mixed

Light

Composition

Subject of focus

Framing

Rule of Thirds

Leading lines

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CAMERA MOVEMENTS

Move with intention

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PAN

TILT

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ZOOM

TRACKING

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DOLLY

FOLLOWING

TIME LAPSE

SHOT DIVERSITY

Extreme close up

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

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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.

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Wide/Long shot

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

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Extreme wide shot

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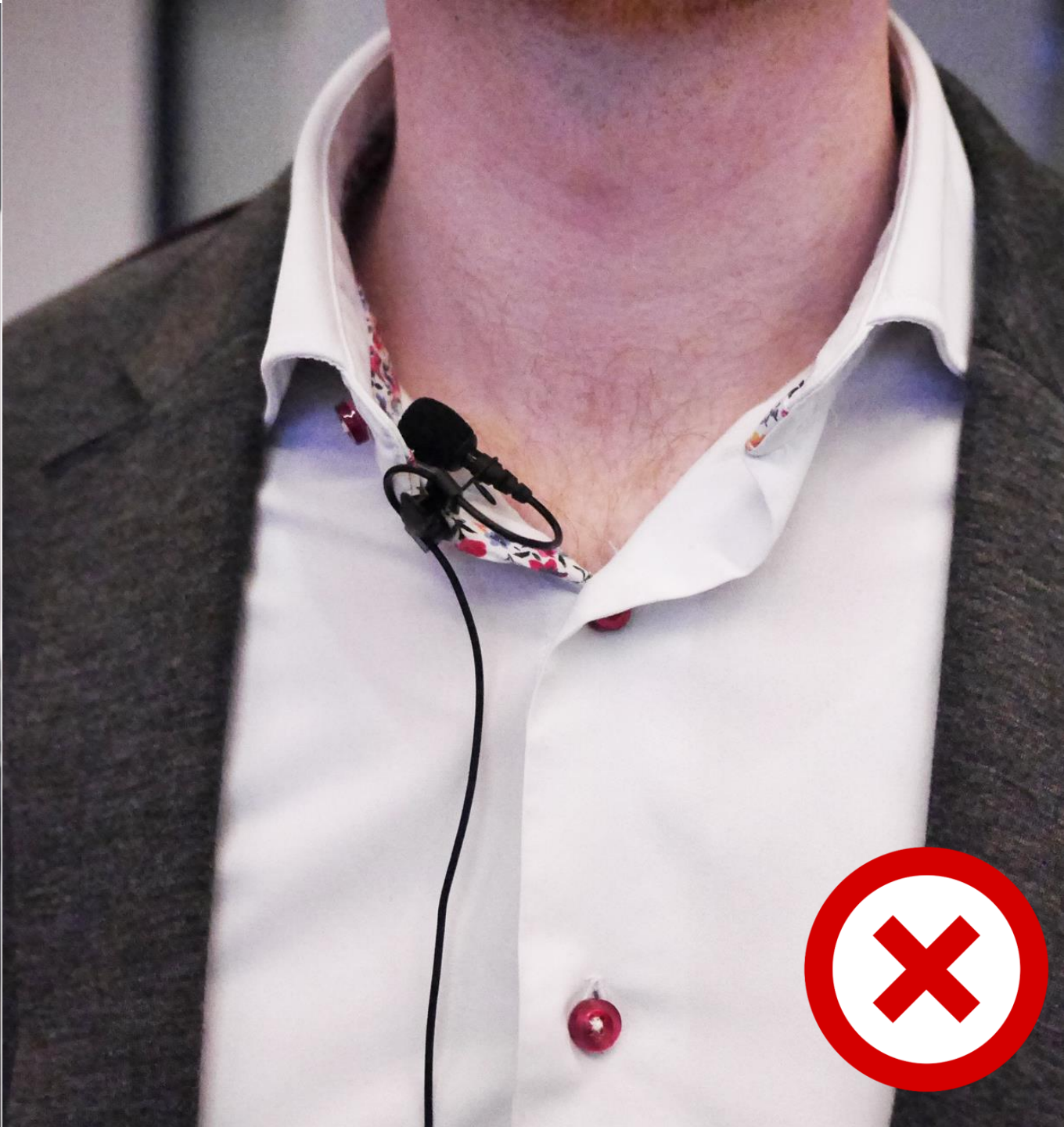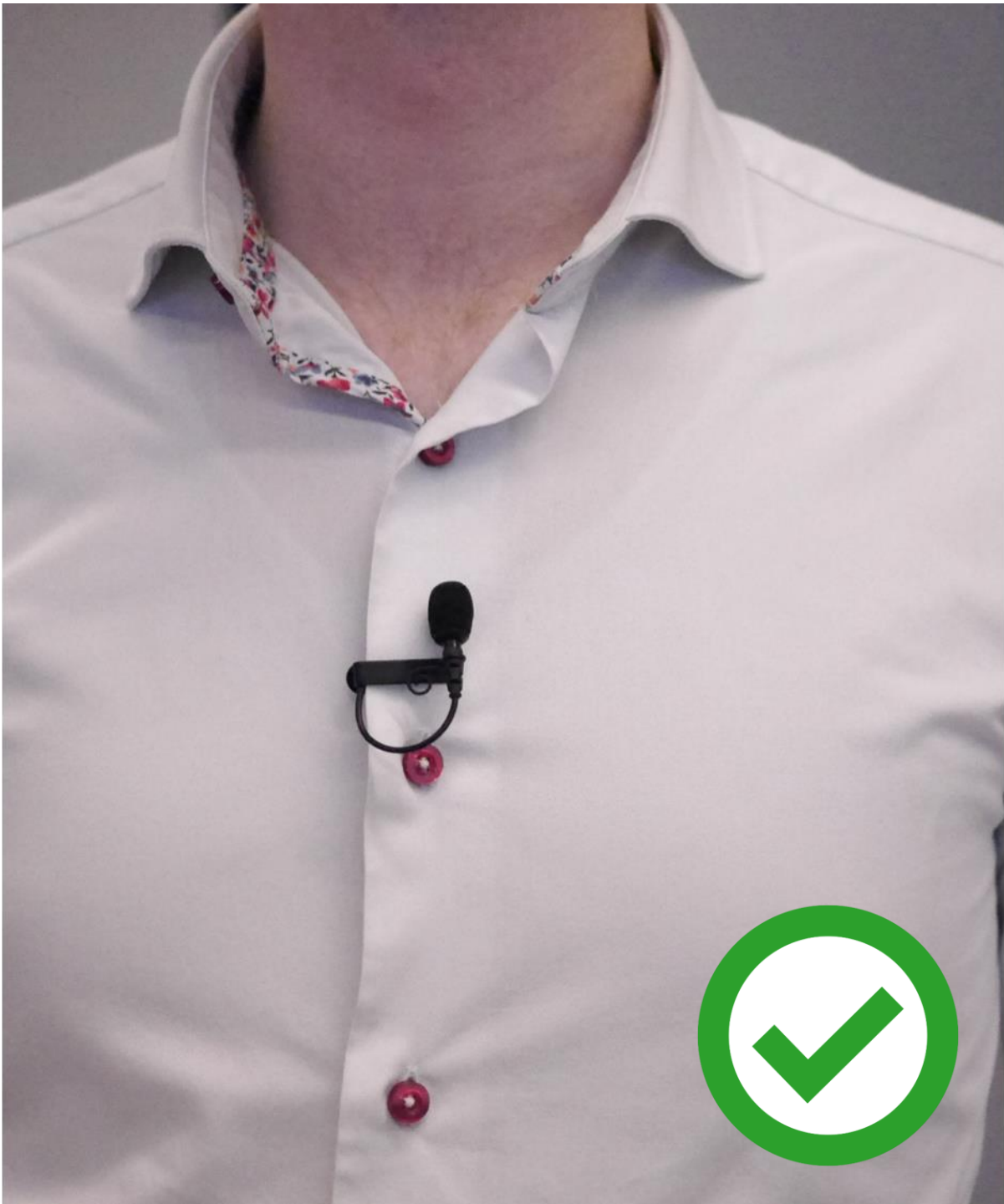
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SOUND ESSENTIALS

What to consider when it comes to sound for your video?

- Clear & consistent audio
- Microphone selection
- Microphone placement
- Monitoring & levels
- Background noise & acoustics
- Music & sound effects

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Free Creative Commons
Sounds & Music

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

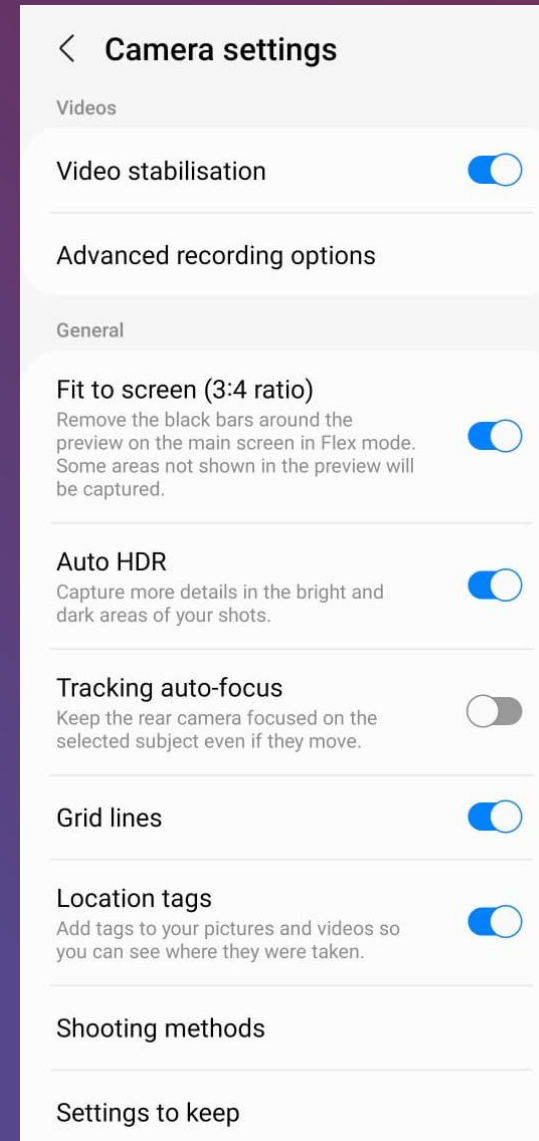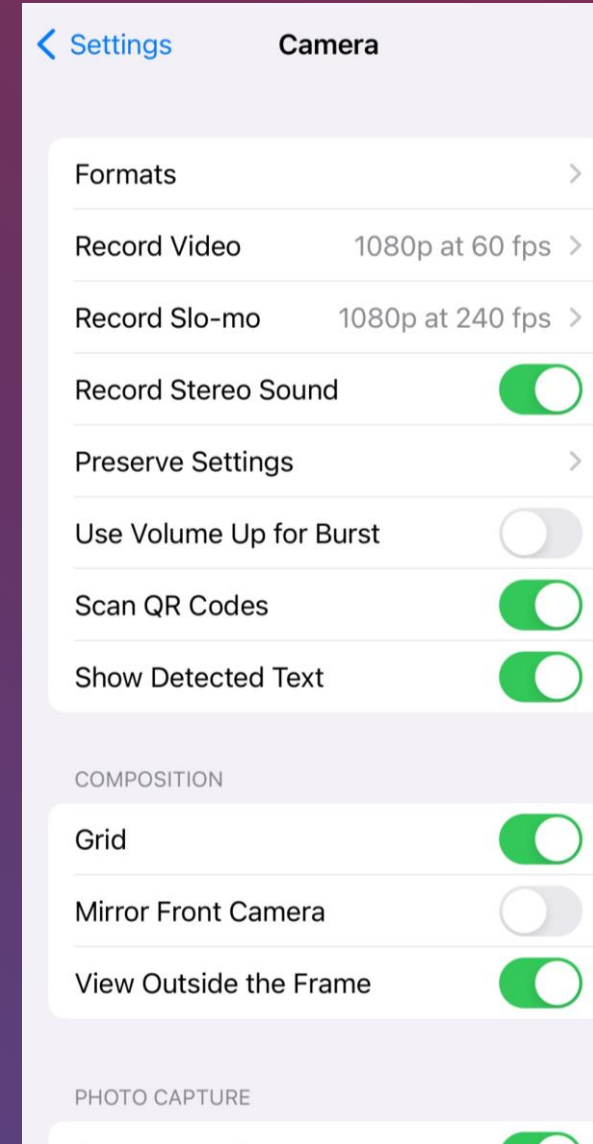Double check the license before you use it in your podcast!

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Camera settings

Explore some of the features of the camera your phone provides

Android

Camera settings

Videos

Video stabilisation

Advanced recording options

General

Fit to screen (3:4 ratio)
Remove the black bars around the preview on the main screen in Flex mode. Some areas not shown in the preview will be captured.

Auto HDR
Capture more details in the bright and dark areas of your shots.

Tracking auto-focus
Keep the rear camera focused on the selected subject even if they move.

Grid lines

Location tags
Add tags to your pictures and videos so you can see where they were taken.

Shooting methods

Settings to keep

iPhone

Settings   Camera

Formats

Record Video   1080p at 60 fps

Record Slo-mo   1080p at 240 fps

Record Stereo Sound

Preserve Settings

Use Volume Up for Burst

Scan QR Codes

Show Detected Text

COMPOSITION

Grid

Mirror Front Camera

View Outside the Frame

PHOTO CAPTURE

ASSIGNMENT

Filming a displacement of someone
 - Choose point A and point B
- Let someone walk from A to B
- Film the displacement in 3 shots
- Use close, medium and wideshots
- Don't move the camera

ASSIGNMENT

Work on formats: choose one of the formats presented before and create a draft of an idea. In teams, record a few scenes of this idea, it does not have to be complete.

Video editing

Editing a video is a process of organizing and manipulating the different assets into a timeline to create a story.
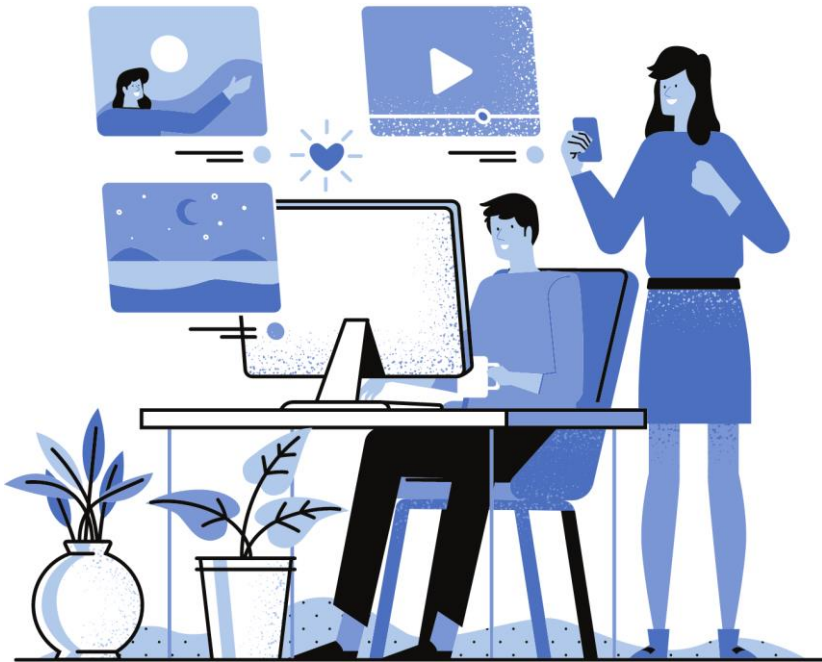
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Some tips before starting to edit...

1. Organize your footage

2. Make an editing plan

3. Identify the story you have

4. Choose the right shots

5. Define transitions

6. Pay attention to pacing

7. Choose right music

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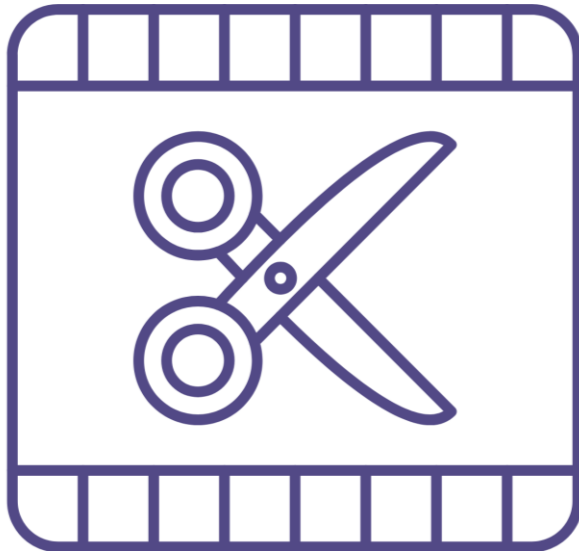
LET'S EDIT TOGETHER!

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Importing media to the editing app

- Transferring video footage from the smartphone to the editing app

- Creating a folder or project structure for easy organization of media assets

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Trimming & arranging clips

- Learning how to trim and cut video clips to remove unwanted parts

- Arranging clips in the desired sequence to create a cohesive narrative flow

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Adding transitions & effects

- Exploring different transition options (e.g., fade, dissolve, slide, etc.) to smooth out scene changes

- Utilizing effects like filters, overlays, and text animations to enhance visual appeal

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Adjusting audio

- Balancing audio levels between different clips and adjusting overall volume

- Adding background music or sound effects to enhance the mood and atmosphere

- Implementing audio transitions (e.g., fade in/out) for smooth audio changes

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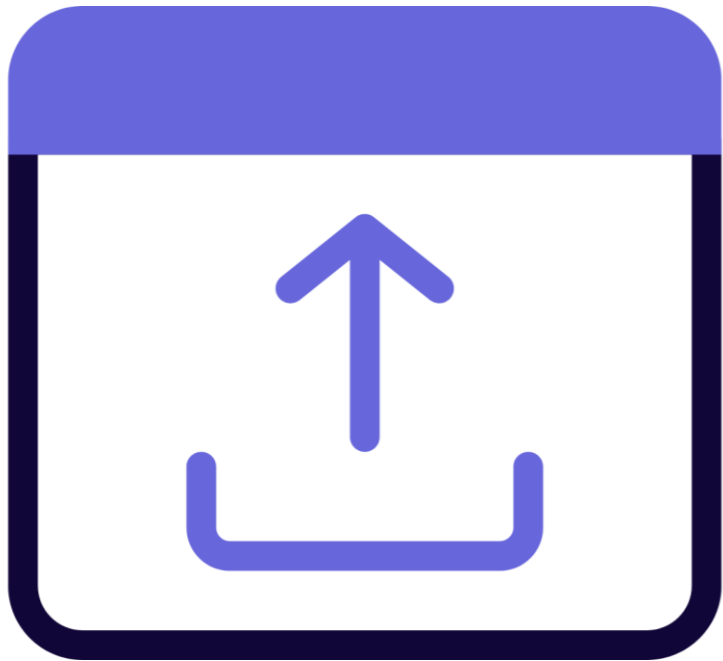
Colour correction & filters

- Adjusting color balance, saturation, brightness, and contrast to achieve desired visual aesthetics

- Applying filters or presets to create specific looks or styles

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Captions & subtitles

- Inserting text overlays for titles, intros, and outros

- Adding captions or subtitles for accessibility or language translation

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Exporting media

- Choosing the appropriate export settings for video resolution, file format, and compression

- Saving and exporting the edited video to the desired location (e.g., device storage, cloud, social media)

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Things to consider when publishing...

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Platforms

Titles & descriptions

Attention-grabbing, keywords, links, CTA

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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

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Findability

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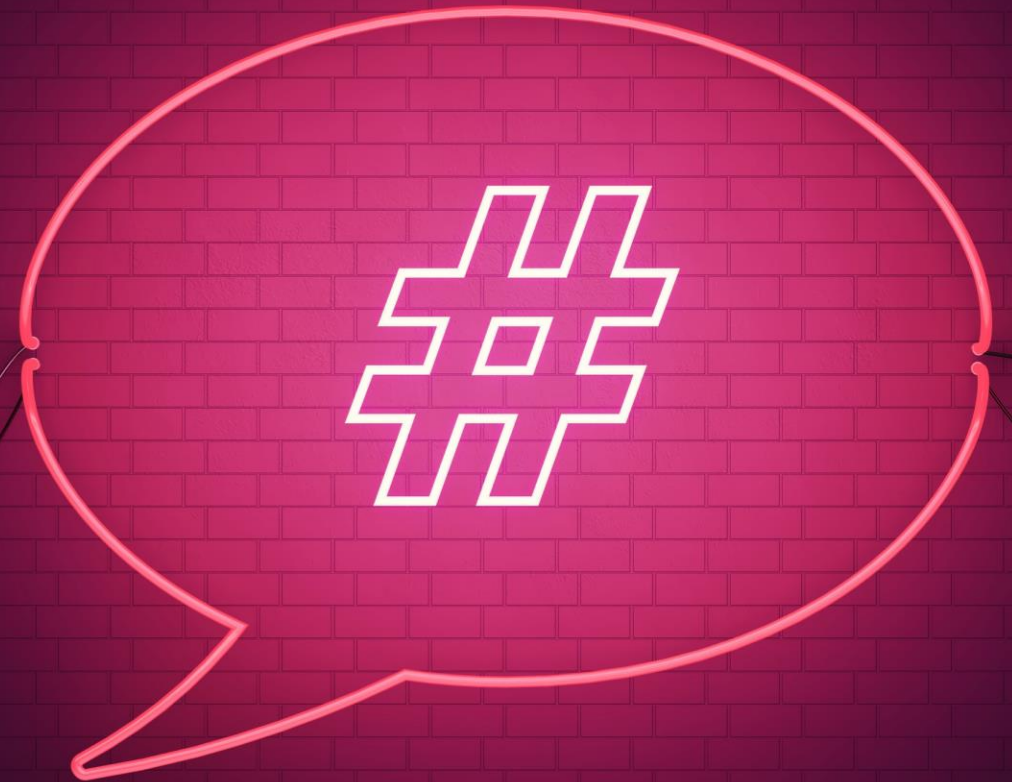
QUESTIONS

REFLECTION

What is your key takeaway from this session?

THANK YOU!