CREATING MOBILE VIDEOS

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TODAY’S SESSION

- Why use your phone?
- What makes good video
- Pre-Production
- The Shoot
- Equipment to enhance your video
- Editing your project
WHY USE YOUR PHONE?

- It’s a powerful tool
- It’s disarming
- Portability

The camera on the iPhone and other mobile phones is AMAZING. If you’re on a newer iPhone, you can shoot in 4K video, which is twice the resolution of normal HD video. You can adjust the resolution on your iPhone in the settings section.

Everyone is used to having a phone in their face, whether from themselves or someone else.

You always have the phone with you, and it’s easy to set up in various places. The best camera to use is the one you have with you.
This was shot with an iPhone.

https://www.youtube.com/watch?v=6IDkLWvUd2I
WHAT MAKES A VIDEO GOOD?

• It has value.
• It’s focused and engaging.
• It looks and sounds good.

Your audience will benefit from watching your information in a video.

It’s not a catch-all, information dump. Videos need to be concise, focused and contain only the must-know info. What is your point, and does everything in the video support that point.

The image is in focus, exposed properly and you can CLEARLY hear the subject in the video. Good sound is imperative.
Video is a great tool to establish and emotional connection. It's what sets it apart from other communication mediums.

You want to show what you are talking about.

It benefits the audience to watch your video.
Who is watching your video? Where are they watching your video? Why? The answer to these questions will allow you to better form your video, allowing you to tailor it to the people who will be watching it.

No tangents. No info that isn’t absolutely necessary. Do not be afraid to cut.

Your b-roll is relevant to what the subject is talking about.
CASE STUDY

- Four yield videos for newly accepted students.
- Students filmed their story using an iPhone/GoPro.
- Featured an intimate and authentic viewpoint.
YOUR APPROACH TO
VIDEO STORYTELLING

UC DAVIS
PRE PRODUCTION

- One sentence idea
- Define your audience
- Outline your story
- Where will the video be viewed?
- Location - where will you shoot?

Think through this before you even start filming.
PRE PRODUCTION

- Location scouting: time of day; potential sound issues; b-roll opportunities
- Can you enlist someone's help?
- Remember to keep things simple
PRODUCTION: PHONE TIPS

- Keep composition in mind (Rule of thirds)
- Don’t backlight the subject.
- Don’t zoom.
- Use the AE/AF Lock by holding down in the video.
- Keep camera about arms length away.

Turn grid on in iPhone.

Try to find a nice even lighting and not shoot directly into the sun unless you specifically want to.
#ProTip

Just keep in mind, if you move the phone or the subject moves too much, it'll reset.
PRODUCTION

- Don’t forget to be the DIRECTOR
- Keep your non-verbal cues non-verbal
- Get good sound

Do not talk over your subject. In fact you should only make noise when asking a question.
Subjects will adopt your tone.

Waiting for the answer, after the answer is when you don’t say anything after they’ve provided an answer. Maybe you haven’t got full response you wanted, but most times the subject will try to fill that awkward space with more answer.
PRODUCTION: B-ROLL SHOOTING

- 80% of your video should be covered with B-Roll
- Shoot Wide, Medium, Tight and Extreme Tight shots
- Relevant images
- Don’t ‘garden hose’ shoot
- Hold your shots for 10 seconds

Garden hose means, standing and spraying with shots.
This is a gif
PRODUCTION: B-ROLL SHOOTING

- Get reaction shots
- Motivate your movements
- Look for action sequences
- Get creative, after you’ve got your coverage
EQUIPMENT TO ELEVATE YOUR PRODUCTION

- Shotgun Microphone

Rode VideoMic Me for Smart Phones - $60

https://www.bhphotovideo.com/c/product/1186598-REG/rode_videomic_me_directional_mic.html
EQUIPMENT TO ELEVATE YOUR PRODUCTION

• Lavalier Microphone

Rode smartLav+ for Smart Phones - $72

EQUIPMENT TO ELEVATE YOUR PRODUCTION

- Phone mount for tripods

Xuma Smartphone Mount - $15

EQUIPMENT TO ELEVATE YOUR PRODUCTION

- Phone stabilization

Feiyu G4 Pro 3-Axis Handheld Gimbal Stabilizer for Smartphones - $180 -$300

https://www.bhphotovideo.com/c/product/1274377-REG/feiyu_fyg4pro_g4_pro_3axis_handheld.html?sts=pi
EDITING BASICS

- iMovie, Adobe Premier, Final Cut Pro
- Begin by pulling clips from your interviews
- Don’t be afraid to CUT
- Add in B-roll footage
- Choose music carefully
EDITING BASICS

• Add simple graphics to inform your viewer
• Close Caption your video - ADA Compliance
• Export your video in a format suitable for the viewing platform
• Throughout, always SAVE your project!
For any questions, feel free to reach out to jprudman@ucdavis.edu or jmounier@ucdavis.edu.