MOBILE MEDIA: PRODUCING VISUAL STORIES WITH THE IPHONE
Instructor Richard Taylor

WEDNESDAY, MARCH 23, 2016

MORNING
• Explore the pros and cons of using iPhones for shooting video, including technical and editorial issues
• Three pillars of good visual shots: stability, composition and lighting with instruction on how to get the most from apps for shooting great video
• Hands-on set-up and shooting a sequence or sound bite with new software and accessories

LUNCH

AFTERNOON
• Key skills for capturing excellent audio including the styles of microphones suitable for iPhone videos
• Video interviewing techniques plus how to use extra visual elements to create a basic narrative for an interview
• Hands-on practice shoot with new techniques

THURSDAY, MARCH 24, 2016

MORNING
• A look at videos shot previous day with critique and suggestions for improvement
• Applying apps to the shoot and incorporating mounting accessories, and audio equipment

LUNCH

AFTERNOON
• Learn how to tell engaging stories through video with an intro to sequence-making when editing film
• Practical editing techniques on iPhone using iMovie using transitions, captions, fx, voiceover recording
• Edit a previous recording, arrange into a basic timeline
• Applying the polish, using cloud based options for “grading” pictures and sweetening the audio
• Tips for downloading locally and uploading to social media sites

We Encourage Sharing.
Hashtag #videostorytelling
@AMI_Berkeley