Berkeley UNIVERSITY OF CALIFORNIA | ADVANCED MEDIA INSTITUTE

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**
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