

MOBILE MEDIA: PRODUCING VISUAL STORIES WITH THE IPHONE

Instructor: Richard Taylor

DAY 1

MORNING

- Explore the pros and cons of using iPhones for shooting video
- The importance of planning the story: editorial and kit considerations
- Three pillars of good visual shots: stability, composition and lighting with instruction on how to get the most from the camera app for shooting great video
- Hands-on set-up and shooting soundbites with accessories

LUNCH

AFTERNOON

- Using 3rd party apps to overcome the intrinsic flaws in the native camera app
- Key skills for capturing excellent audio including the styles of microphones suitable for iPhone videos
- Hands-on practice shoot of sequences with new techniques
- Review of delegates' footage

DAY 2

MORNING

- Brief recap of Day 1
- How to shoot and produce a compelling interview
- Learn how to tell engaging stories through video with an introduction to sequence-making when making films
- Shoot incorporating the techniques learned

LUNCH

AFTERNOON

- Practical editing techniques on iPhone using iMovie for transitions, captions, fx, and voiceover recording
- Edit a previous recording, arrange into a basic timeline
- Applying the polish, using local and cloud-based options for "grading" pictures and sweetening the audio
- Other tips and tricks for getting media on and off your iPhone and for downloading locally and uploading to social media sites

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