

# Mobile Media

June 12-13, 2018

Instructor: Richard Taylor

## Tuesday, June 12

8:30 a.m. – 8:45 a.m.

8:45 a.m. – 9:15 a.m.

9:15 a.m. – 12:30 p.m.

Coffee & Check-in

Introductions

- 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.

12:30 p.m. – 1:30 p.m.

• Networking Catered Lunch.

1:30 p.m. – 4:30 p.m.

- 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.

## Wednesday, June 13

8:45 a.m. – 12:30 p.m.

- 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.

12:30 p.m. – 1:30 p.m.

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1:30 p.m. – 4:30 p.m.

- 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.