

# Mobile Media

January 17-18, 2019

Instructor: Richard Taylor

Thursday, Jan. 17	
8:30 a.m. – 8:45 a.m.	<ul style="list-style-type: none"><li>• Coffee &amp; Check-in</li><li>• Introductions</li><li>• Explore the pros and cons of using iPhones for shooting video.</li><li>• The importance of planning the story: editorial and kit considerations.</li><li>• 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.</li><li>• Hands-on set-up and shooting soundbites with accessories.</li></ul>
8:45 a.m. – 9:15 a.m.	
9:15 a.m. – 12:30 p.m.	
12:30 p.m. – 1:30 p.m.	<ul style="list-style-type: none"><li>• Networking Catered Lunch.</li></ul>
1:30 p.m. – 4:30 p.m.	<ul style="list-style-type: none"><li>• Using 3rd party apps to overcome the intrinsic flaws in the native camera app.</li><li>• Key skills for capturing excellent audio including the styles of microphones suitable for iPhone videos.</li><li>• Hands-on practice shoot of sequences with new techniques.</li><li>• Review of delegates' footage.</li></ul>
Friday, Jan. 18	
8:45 a.m. – 12:30 p.m.	<ul style="list-style-type: none"><li>• Brief recap of Day 1.</li><li>• How to shoot and produce a compelling interview.</li><li>• Learn how to tell engaging stories through video with an introduction to sequence-making when making films.</li><li>• Shoot incorporating the techniques learned.</li></ul>
12:30 p.m. – 1:30 p.m.	<ul style="list-style-type: none"><li>• Networking Catered Lunch.</li></ul>
1:30 p.m. – 4:30 p.m.	<ul style="list-style-type: none"><li>• Practical editing techniques on iPhone using iMovie for transitions, captions, fx, and voiceover recording.</li><li>• Edit a previous recording, arrange into a basic timeline.</li><li>• Applying the polish, using local and cloud-based options for "grading" pictures and sweetening the audio.</li><li>• Other tips and tricks for getting media on and off your iPhone and for downloading locally and uploading to social media sites.</li></ul>