Mobile Media Workshop Agenda

March 25-26, 2019
Instructor: Richard Taylor

UC Berkeley GRADUATE SCHOOL OF JOURNALISM | ADVANCED MEDIA INSTITUTE

Monday, March 25	
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.
Tuesday, March 26	
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.	• Networking Catered Lunch.
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.