

Intro to Video

Kat Cassidy | Multimedia Designer

What I Do



Responsibilities

Animation

- 2D Animations
- Gifs
- UX Prototyping

Video

- Promo Videos
- Cinemagraphs
- Stop Motion

Photography

- Timelapses
- Portraits/Products
- Events

Design

- Decks
- Logos
- Web Design

Some Examples

Video Planning



Questions to Ask

- What's the objective?
- Who's watching?
- What's your key message?
- What is the best video style?
- Where will people see this?
- What's your CTA?

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The Process

Brand Specific Questions Pertaining to the Story

What is the brand selling?

What are the brand's goals?

Who is the brand selling to?

In your mind, what desires drive the audience's (spending, awareness, engagement, etc) not just in this category, but in life?

What is the brand's most unique feature?

To what extent can/should the brand dramatize the need for what it does?

What benefit will our target audience experience from this feature?

Operationally, what are the brand's strengths?

- Goals
- Story Concepts/Script
- Storyboard
- Filming/Artwork Creation
- Editing/Animating
- Testing

The Process

Story Concept 1: Something for Everyone

Classical music.

Kids matinees.

Concerts.

[\[List more show types\]](#)

There's something for everyone at the PAC.

Check our website or call us for upcoming shows. [\[website + phone number on screen\]](#)

Story Concept 2: A Stage Instead of a Screen

You can watch mostly anything online, but you can't recreate the experience of a live show.

You have to be there. [\[explain PAC experience\]](#)

Turn your attention to a stage instead of a screen. Come visit us at the PAC.

Check our website or call us for upcoming shows. [\[website + phone number on screen\]](#)

Story Concept 3: Something Different

Step outside of your routine and experience something unique and exciting.

Different cultures,

passionate performances,

[\[list more\].](#)

Discover something new at the PAC.

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The Process

RevTrax will change the way you look at promotions.

Did you know that you can gain valuable insight from digital offers, and even trace an in-store purchase from a specific keyword on google?

Did you know that digital offers can accurately measure online-to-offline media ROI?

And did you know that testing thousands of versions of an offer for an upcoming campaign can take hours, not months?

With RevTrax, you can easily integrate intelligent promotions across your marketing plan.

And we can dynamically serve your offers to consumers based on data just like programmatic advertisements.

With RevTrax, you can derive real social ROI by leveraging social marketing to acquire new customers.

And you can also use technology automation to create personalized email campaigns in half the time it takes your team.


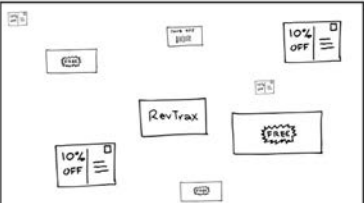
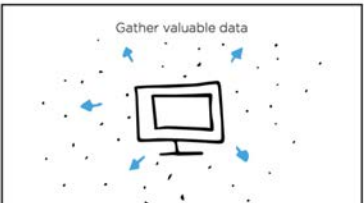
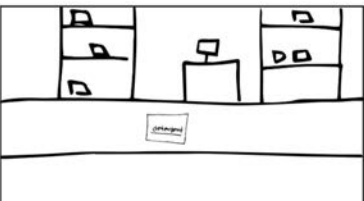
You can do all of this and more with RevTrax.

Let's disrupt the outdated approach to promotional offers, and redefine what they can do.

It's time to change the game. RevTrax.

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The Process

	<p>VISUALS: RevTrax logo</p>	<p>VO: RevTrax will change the way</p>
	<p>VISUALS: zoom out and fly through lots of different coupons (combination of % off, \$ off, buy-one-get-one-free, free, etc.)</p>	<p>VO: you look at promotions.</p>
	<p>VISUALS: text - "Gather valuable data" animation - coupons come together to form computer, with data exploding outward</p>	<p>VO: Did you know that you can gain valuable insight from digital offers,</p>
	<p>VISUALS: text - "Gather valuable data" animation - computer becomes coupon, inside of a store counter pops up, zooms in on keyword typing onto coupon</p>	<p>VO: and even trace an in-store purchase from a specific keyword on google?</p>

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The Process

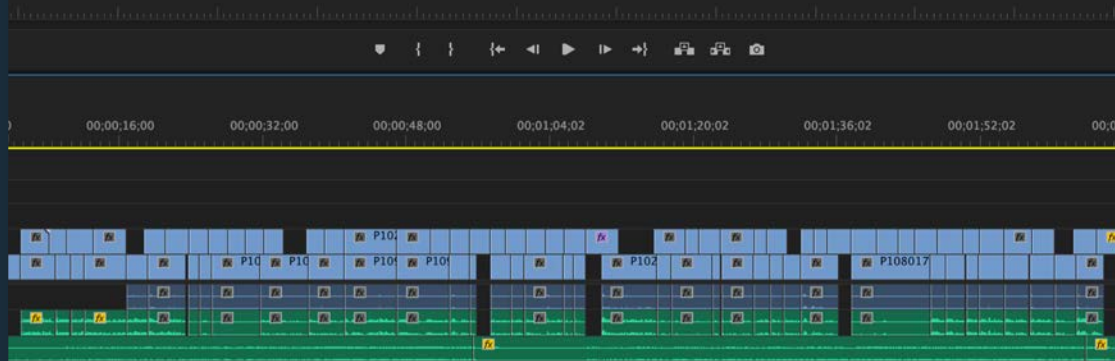


- Goals
- Story Concepts/Script
- Storyboard
- **Filming/Artwork Creation**
- Editing/Animating
- Testing

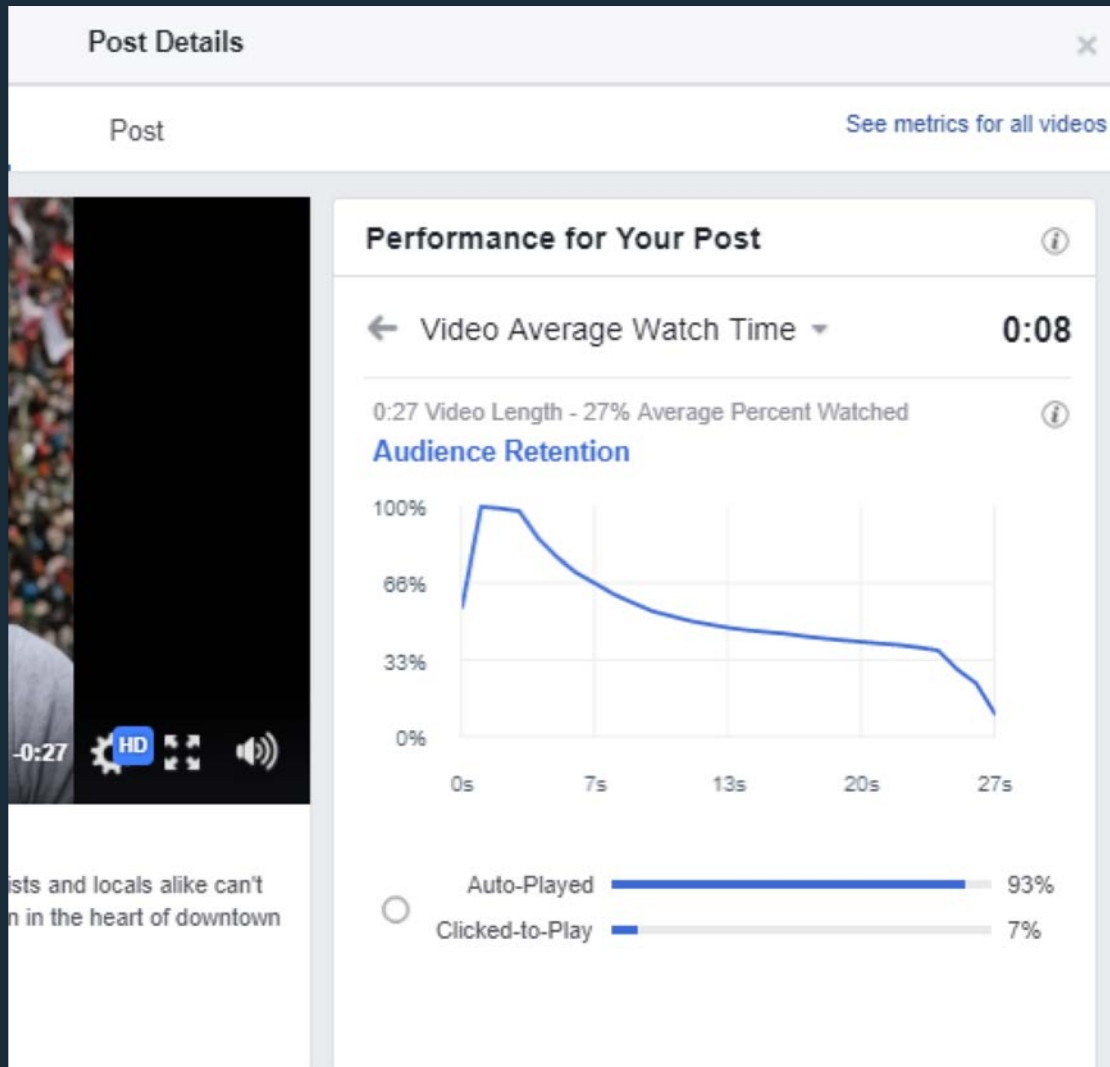
The Process



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The Process



- Goals
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iPhone Video



Filming Tips



- Film on highest settings
- Turn on airplay while filming
- No vertical! (except Snapchat)
- Keep in mind low-light ability
- Storage limits (backup!)

⏪ Settings Photos & Camera

MEMORIES

Show Holiday Events

You can choose to see holiday events for your home country.

CAMERA

Preserve Settings >

Grid

Record Video 1080p at 30 fps >

HDR (HIGH DYNAMIC RANGE)

Keep Normal Photo

HDR blends the best parts of three separate exposures into a single photo. Save the normally exposed photo in addition to the HDR version.

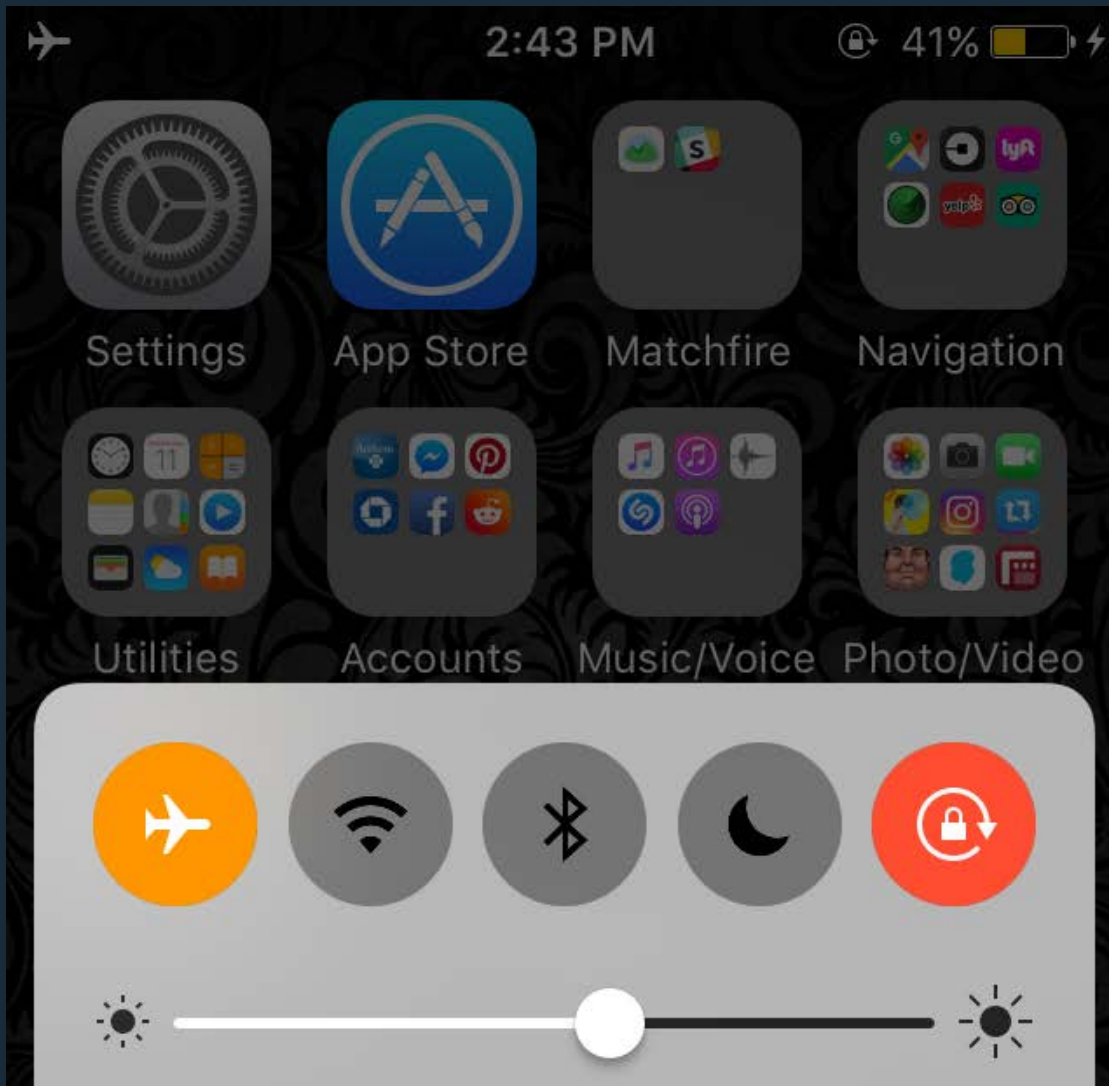
⏪ Photos & Camera Record Video

720p HD at 30 fps

1080p HD at 30 fps ✓

A minute of video will be approximately:
• 60 MB with 720p HD at 30 fps (space saver)
• 130 MB with 1080p HD at 30 fps (default)

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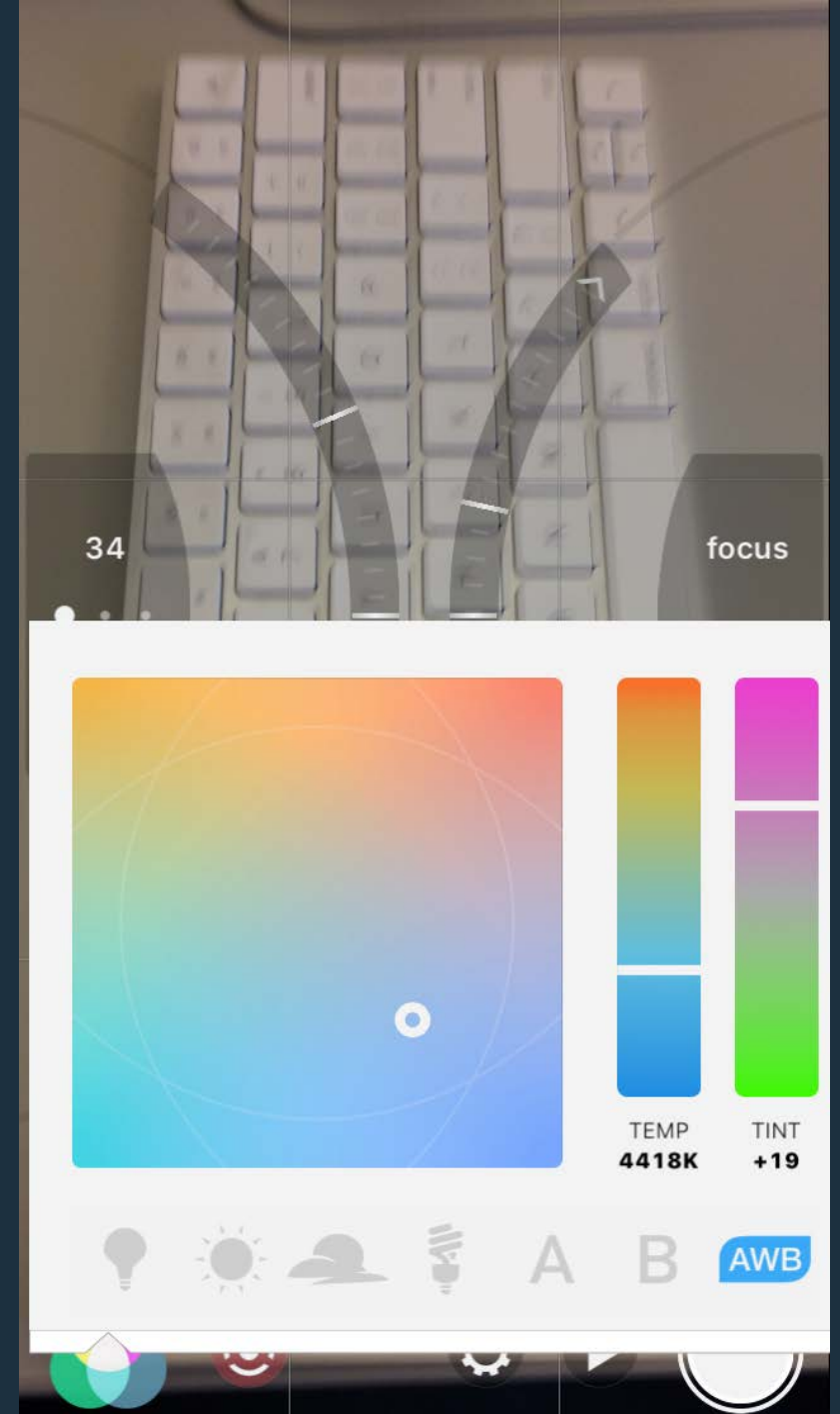
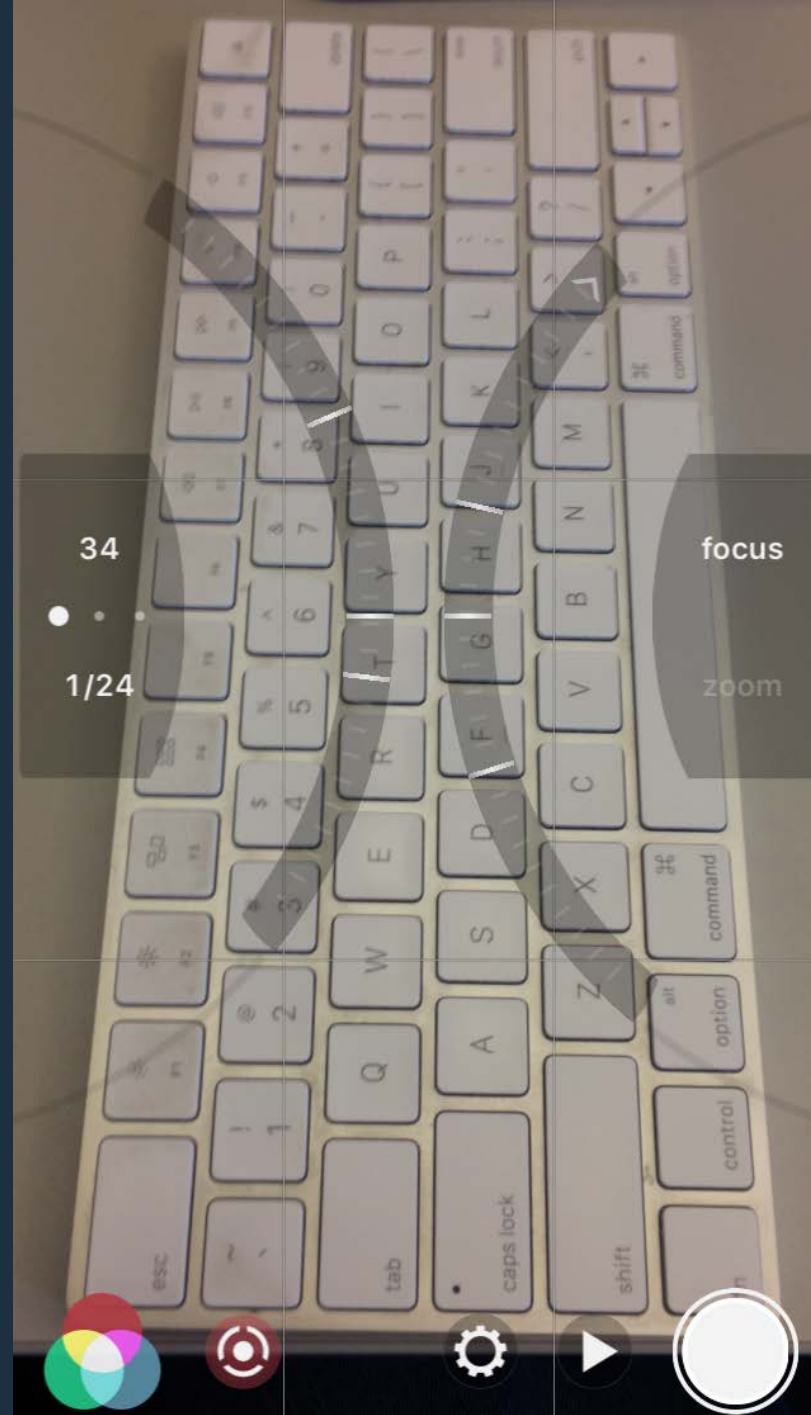


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Shooting



Filmic Pro App (\$15)



A-roll & B-roll

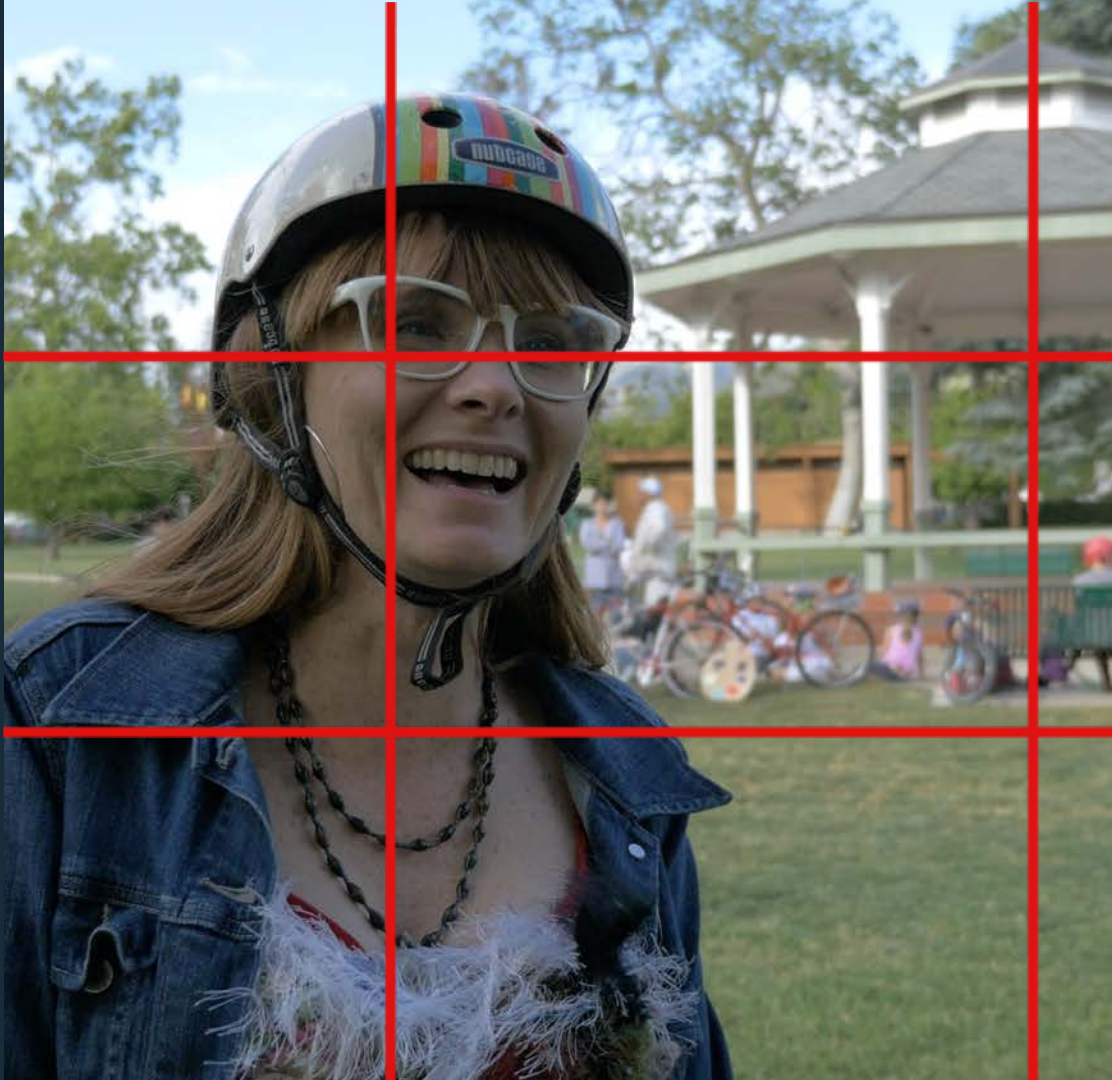


A-roll: "talking heads"



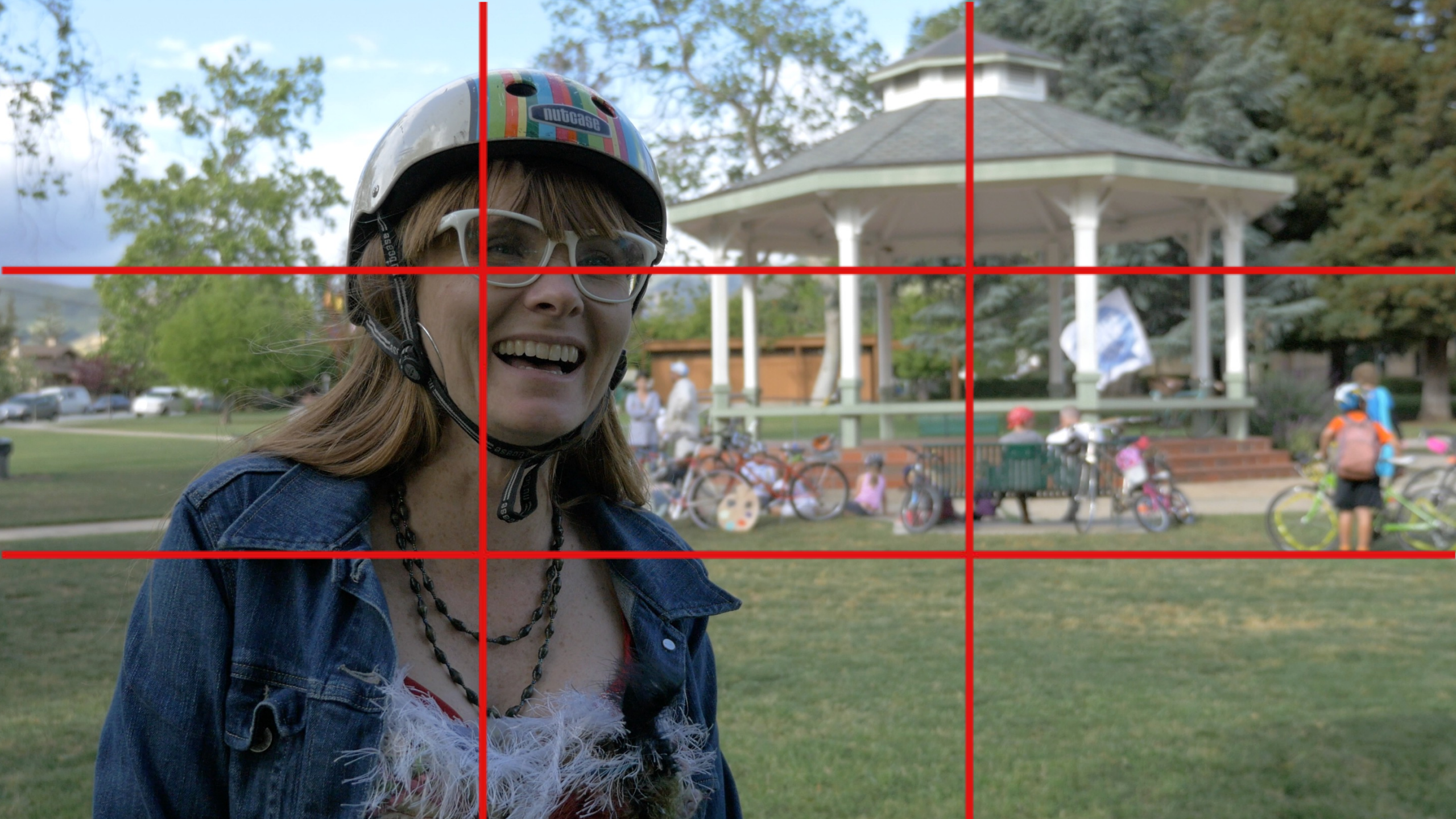
B-roll: everything else

Framing the Shot



- Rule of thirds
- Use angles to communicate
- Medium + close over wide shots
- Pay attention to backgrounds
- Avoid digital zoom





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Shoot more than you think you'll need!

Stabilization

- Use a tripod (bought or homemade)
- Warp stabilizer



THE
Knee Bend



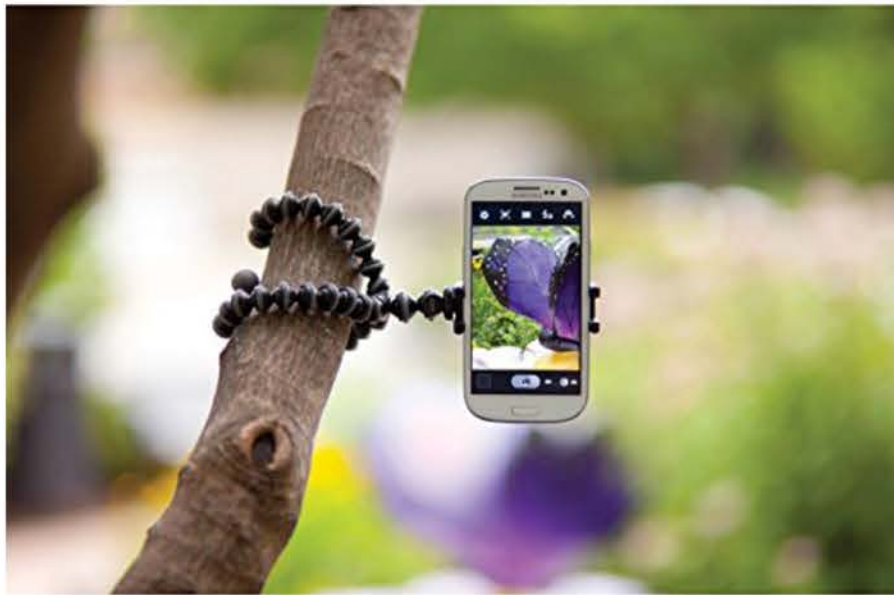
THE
Elbow Plant



THE
T-Rex



THE
Taut Strap



Roll over image to zoom in

Joby

JOBY GripTight GorillaPod Stand - Flexible Universal Smartphone Stand for Small Smartphones including iPhone 6, iPhone 7 and iPhone 8



1,302 customer reviews | 244 answered questions

#1 Best Seller in Tripod Legs

List Price: \$29.95

Price: **\$19.95** ✓prime

FREE Shipping on orders over \$25—or get FREE Two-Day Shipping with Amazon Prime

You Save: **\$10.00 (33%)**

In Stock.

Want it Saturday, Oct. 14? Order within **23 hrs 39 mins** and choose **Saturday Delivery** at checkout. [Details](#)

Ships from and sold by Amazon.com. Gift-wrap available.

Style: **GripTight GP Stand for Small Phones**

GripTight GP Stand XL for Large Phones
used from \$12.99

GripTight GP Stand for Small Phones
\$19.95

GripTight GP Stand for Small Tablets
\$36.50

- **RELIABLE GRIP.** The JOBY GripTight GorillaPod Stand has a secure hold for phones with or without a case, for crystal clear images. The rubber foot grips and wrappable legs ensure your phone can be mounted to any surfaces, without a slip of the grip.
- **CAPTURE SUPERIOR PERSPECTIVES.** Look at life from a different point of view with adjustable locking screw you can change the angle, as you easily maneuver your phone. The legs wrap securely around any surface as your phone stays securely in place, even on its side.
- **UNIVERSAL SMARTPHONE COMPATIBILITY.** Take your mobile photography and videography to the next level with the GripTight GorillaPod Stand. This flexible tripod fits smaller phones, with or with a case, including iPhone 6, iPhone 7 and iPhone 8
- **DURABLE DESIGN.** With thoughtful engineering, the GripTight GorillaPod Stand is lightweight, but extremely strong. Made of sturdy ABS plastic, TPE, and stainless steel, it is made for the wear and tear of everyday life, or the rigor of every adventure.
- **GRIP, FLIP, & FIRE AWAY.** Capture crisper photos, smoother videos, and optimal media consumption on your smartphone when using the GripTight GorillaPod Stand. With a 1/4"-20 thread standard tripod mount, you can easily use it with other JOBY products.

[Compare with similar items](#)

Used & new (53) from \$12.99 & FREE shipping.

There is a newer model of this item:



Joby GripTight PRO GorillaPod Stand for Smartphones (Black/Charcoal)

\$59.00

★★★★☆ (26)

In Stock.

Share

Buy n

Qty: 1

Include

Protect

Include

Protect



Turn on 1-C

Ship to:

sanluisobis

Buy u

Add to L

Price: **\$19.**



Other

\$25.19

+ Free Shippi

Sold by: Gre

\$29.95

& FREE Shippi

[Details](#)

Sold by: VIDE

Lighting



- Poor lighting = grainy footage
- Natural light is awesome
- Avoid light directly over or under
- Don't mix color temperatures
- Face light towards, not behind

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Newer

Neewer 43-inch / 110cm 5-in-1 Collapsible Multi-Disc Light Reflector with Bag - Translucent, Silver, Gold, White and Black

★★★★★ ▾ 3,066 customer reviews | 48 answered questions

#1 Best Seller in Lighting Reflectors

Price: \$19.99 ✓prime

FREE Shipping on orders over \$25—or get FREE Two-Day Shipping with Amazon Prime

In Stock.

Want it Saturday, Oct. 14? Order within 22 hrs 4 mins and choose Saturday Delivery at checkout. [Details](#)

Ships from and sold by Amazon.com. Gift-wrap available.

Product Packaging: **Standard Packaging**

- 43-inch / 110cm 5-in-1 Collapsible Multi-Disc Light Reflector with Bag - Translucent, Silver, Gold, White and Black
- This reflector fits any standard reflector holders
- Five surfaces: Gold, Silver, White, Black and Translucent
- Size open: 43" (110cm)
- Size collapsed: 15" (35 cm)

[Compare with similar items](#)New (10) from \$19.99 & FREE shipping on orders over \$25.00. [Details](#)

Without diffuser



With diffuser





Without white board



With white board





You're shopping
San Luis Obispo

What can we help you find today?



My Account

Cart | 0 items

All Departments

Shop by Room

DIY Projects & Ideas

Home Services

Specials & Offers

Local Ad

Home / Lighting & Ceiling Fans / Commercial Lighting / Work Lights / Clamp On, Hand Helds & Stand-Up

Model # HD-300PDQ

Internet #205031467

Store SKU #277894



HDX

150-Watt Incandescent Clamp Light

★★★★☆ (12) [Write a Review](#) [Questions & Answers \(15\)](#)

- Provides bright, portable work lighting, wherever you need it
- Clamp can be secured to just about any surface
- Easily adjusts position to direct the light where needed

\$8⁹⁷ /each



You're shopping
San

What can we help you find today?



My Account

Cart | 0 items

All Departments Shop by Room DIY Projects & Ideas Home Services Specials & Offers Local Ad

Home / Lighting & Ceiling Fans / Light Bulbs / LED Light Bulbs

Model # SA19-08150MDFD-12DE26-1-14 Internet #206943221 Store SKU #1001823589



4
PACK



Cree 60W Equivalent Daylight (5000K) A19 Dimmable LED Light Bulb (4-Pack)

★★★★★ (121) [Write a Review](#) [Questions & Answers \(4\)](#)

- Fully dimmable and damp rated for indoor and outdoor applications
- Saves \$141 in energy use over its 22.8-year life expectancy
- Ideal for open fixtures, floor/table lamps, sconces and pendants

\$20⁹⁷ /each (limit 6 per order)

Feedback





Audio

- Bad audio is more distracting than bad video
- iPhone mic + voice memo app
- Use one phone to film and one to record audio
- Syncing audio
- Pay attention to background noise



Roll over image to zoom in

Audio-Technica

Audio-Technica ATR-3350IS Omnidirectional Condenser Lavalier Mic with Smartphone Adapter

★★★★☆ 402 customer reviews | 91 answered questions

Price: **\$29.00** & **FREE Shipping**. [Details](#)

In Stock.

Want it Saturday, Oct. 14? Order within **23 hrs 19 mins** and choose **Saturday Delivery** at checkout. [Details](#)

Ships from and sold by Amazon.com. Gift-wrap available.

- Element-Condenser,Polar pattern-Omnidirectional,Cable6 m (20') terminated with 3.5 mm (1/8") dual mono mini-plug
- Frequency response-50 – 18,000 hz
- Open circuit sensitivity-54 dB
- Impedance-1,000 ohms,Battery type-Lr44

Used & new (10) from \$20.47 + \$4.99 shipping

INNOGEAR

Mic pop filter for your condenser microphone

[Shop now](#)



InnoGear Microphone Pop filter
Mic Pop Shield with Clip
Stabilizing Arm for Recording ...

★★★★☆ 60

\$6.99 ✓prime

[Ad feedback](#)

Editing Tips



Programs

- Adobe Premiere (see Justin Odisho YouTube)
- Adobe After Effects (see Mt. Mograph YouTube)
- iMovie/Windows Movie Maker
- HitFilm Express (see Shiny Films YouTube)

Effect Controls

Audio Clip Mixer: final Metadata Source: (no clips)

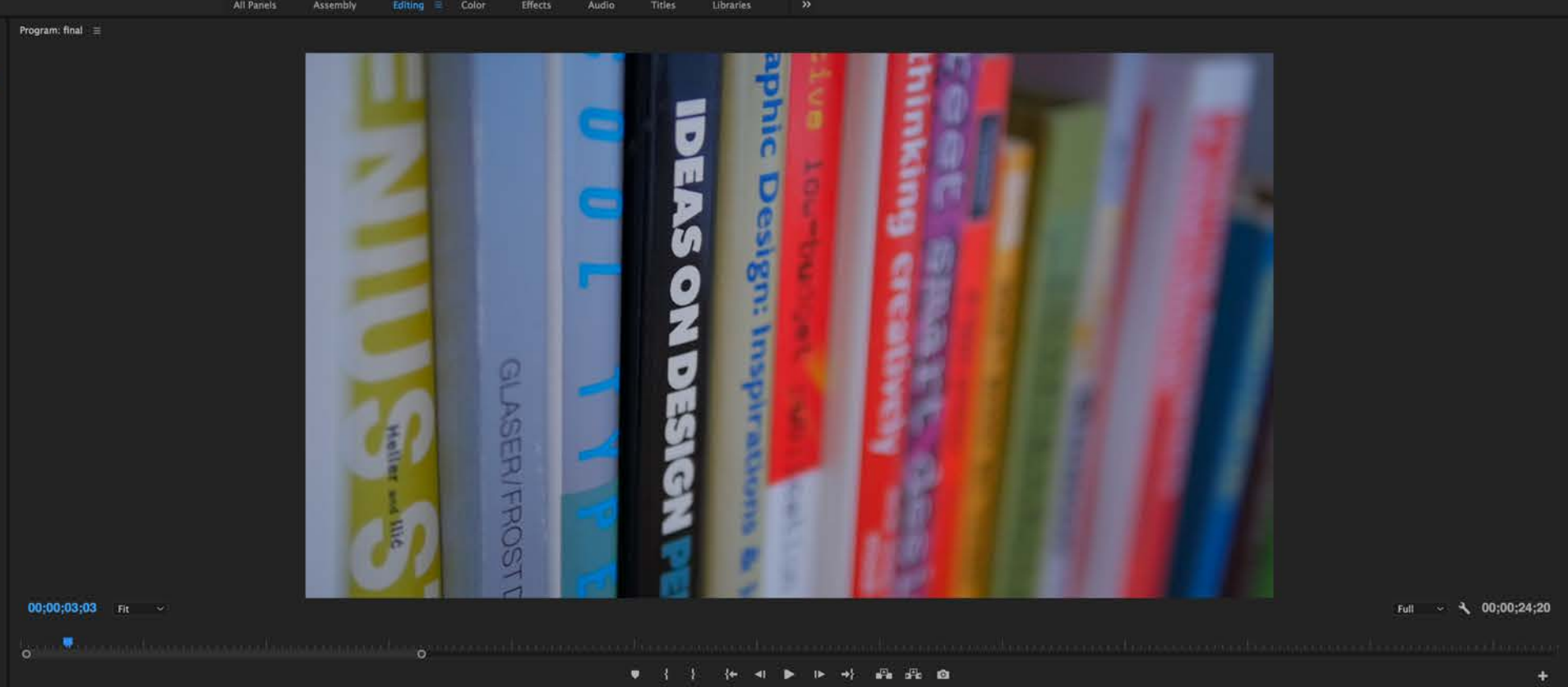
Master: * P1020074.MOV final * P1020074.MOV

00:00:03:00 00:00:03:00

P1020074.MOV

Video Effects

- Motion
 - Position 1920.0 1080.0
 - Scale 200.0
 - Scale Width 100.0
 - Uniform Scale
 - Rotation 0.0
 - Anchor Point 960.0 540.0
 - Anti-flicker Filter 0.00
 - Opacity
 - Time Remapping



Project: recruitment Media Browser Libraries Info Effects

recruitment.prproj

6 Items

Name Frame Rate Med

- +sequences
- +assets
 - +music
 - +interviews
 - +broll
- final 29.97 fps 00:

Timeline

00:00:03:03

V7 V6 V5 V4 V3 V2 V1 A1 A2 A3 A4

P10 P10 P10 P10 P102 P108017

0.0

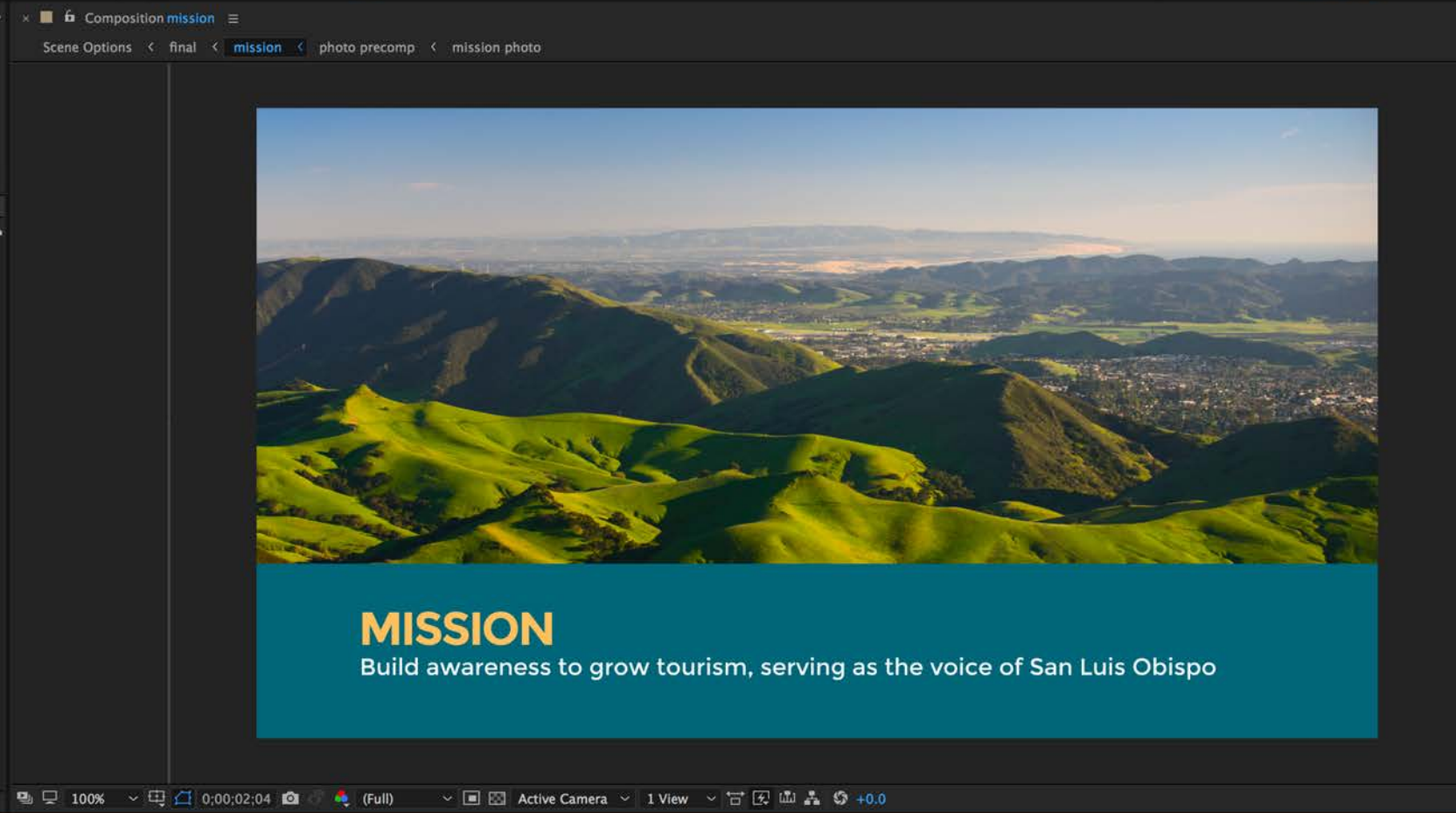
Generating Peak File for P1080797.MOV



Effect Controls (none) Project

Assets

- assets
- precomps
- solids
- final



Info Audio

R: X: -376
G: Y: 410
B: +
A: 0

Preview Tracker

Shortcut

Spacebar

Include: Cache Before Playback

Range

Work Area

Play From

Current Time

Frame Rate Skip Resolution
(29.97) 0 Auto

Full Screen

On (Spacebar) Stop:

If caching, play cached frames
 Move time to preview time

Align Layers to: Selection

Distribute Layers:

final by the numbers by the numbers part 1 mission

0:00:02:04 8 bpc 100% 0:00:02:04 (Full) Active Camera 1 View +0.0

#	Layer Name	Mode	TrkMat
1	bg 2	Normal	
2	c1-Null	Normal	None
3	c2-Null	Normal	None
4	c3-Null	Normal	None
5	video Screen-Null	Normal	None
6	Surrou...alf than cold.-Null	Normal	None
7	field-Null-Null	Normal	None
8	field-Null	Normal	None
9	T Title	Normal	None
10	T Subtitle	Normal	None
11	field	Normal	None
12	m	Normal	None
13	[photo precomp]	Normal	Alpha
14	bg	Normal	None

Editing Basics

- Keep things moving
- Have intentional pauses
- Think about where the audience would want to be looking
- Cut out scenes that don't drive the message home

Proofing

- Close your eyes
- Close your ears
- Send to a friend
- Step away and come back

Final Thoughts



GrC is a Great First Step

Having a graphic design background will help you immensely if you want to go into video production.

Practice. Practice. Practice.

Don't focus on making only perfect creations. The person who makes 100 videos will be better off than the person who spends the same amount of time trying to perfect 1 video.

Questions?

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www.katcassidy.com