

Multimedia for Social Media

Kat Cassidy | Multimedia Designer

Hi! I'm Kat.

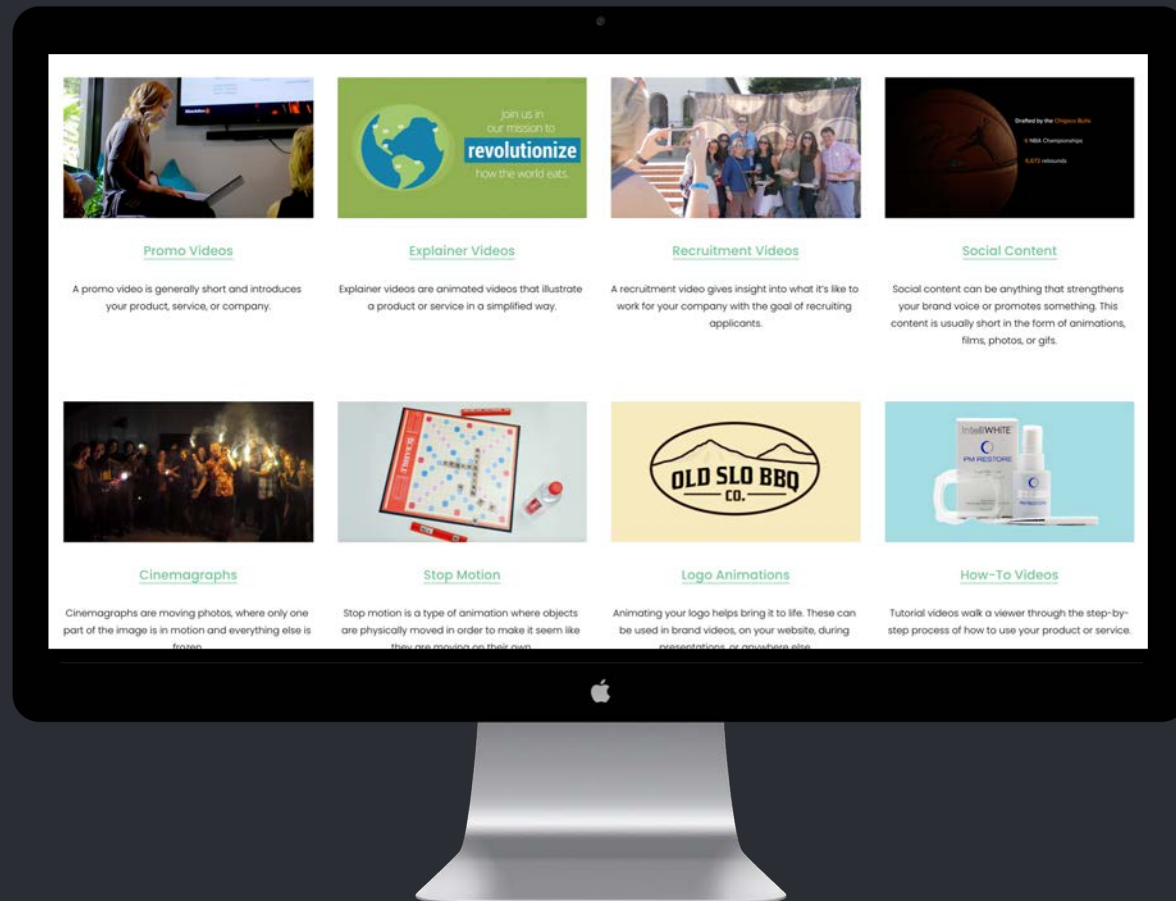


About Me



- GrC graduate (June 2015)
- DRT Concentration
- Media Arts & Technologies minor

My Work



- katcassidy.com
- dribbble.com/katcassidy
- instagram.com/kat.cassidy

Your Turn!



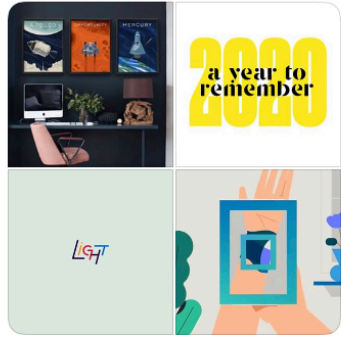
STEP ONE

Start Noticing + Collecting

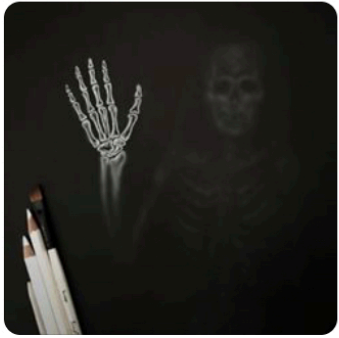
What makes you stop scrolling?

What motivates you to engage?

What inspires you to take action?



All Posts



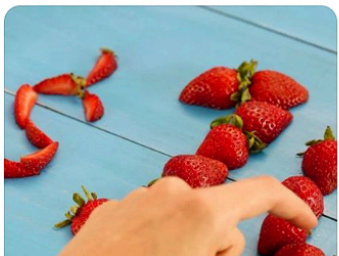
Cool art



Motion graphics

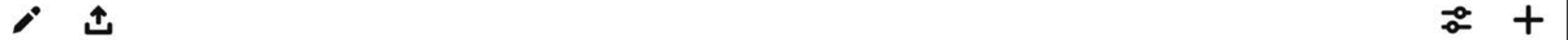


Super Creative



Kat Cassidy

katcassidy.com · @kcmotiondesign · Motion Designer
0 followers · 0 following



All Pins
266 Pins



Motion: 3D Photos
9 Pins



Motion: Animation
12 Pins



Motion: Cinemagraphs
12 Pins



Motion: Kinetic Type
10 Pins



Motion: Mixed Media
32 Pins



Motion: Stop Motion
30 Pins



Motion: Timelapses
16 Pins



K katcassidy

Quick Find

All Updates

Settings & Members

To-Do

Books

Movies

Recipes

Art Ideas

Experience Ideas

Things I Wish Existed

Career

Art Ideas

Share ✓ Updates Favorite ...



Add cover Add comment

Art Ideas

STEP TWO

Start Creating

It's not about the best equipment or knowing the software. A good story can be told with simple tools and be much more effective than a perfectly produced piece with no message.

Photography

Tips: Try multiple angles • Play with light



Need inspiration? [pinterest.com/kcmotiondesign/stills-photography](https://www.pinterest.com/kcmotiondesign/stills-photography)

Take Your Own Photography





Photo Manipulation/Compositing

Tips: Keep lighting and color consistent • Match the perspective



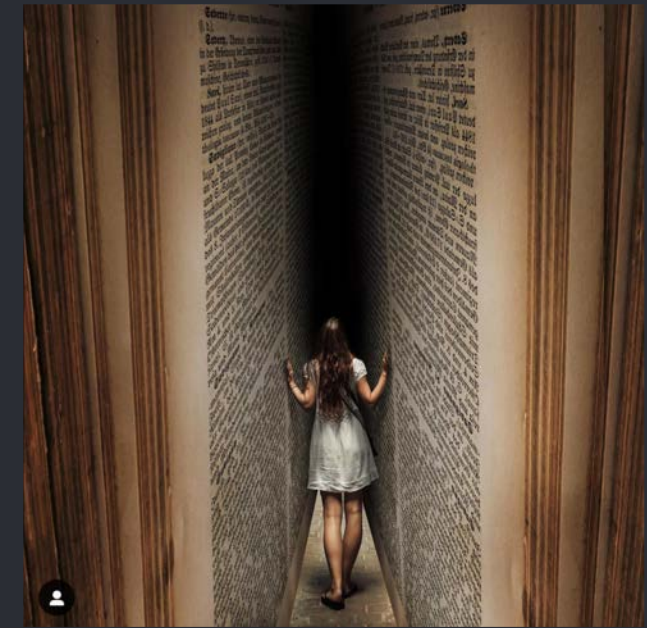
@les.creatonautes



@abdoelbadryy



@eleonora8



@keremcgrc

Need inspiration? pinterest.com/kcmotiondesign/stills-photo-manipulation

Make Your Own Manipulated Photo



Tutorial: <https://youtu.be/fOgtJH4aGFo>

Timelapses

Tips: Use a tripod • Avoid auto settings (if possible) • Play with shutter speed



Need inspiration? pinterest.com/kcmotiondesign/motion-timelapses

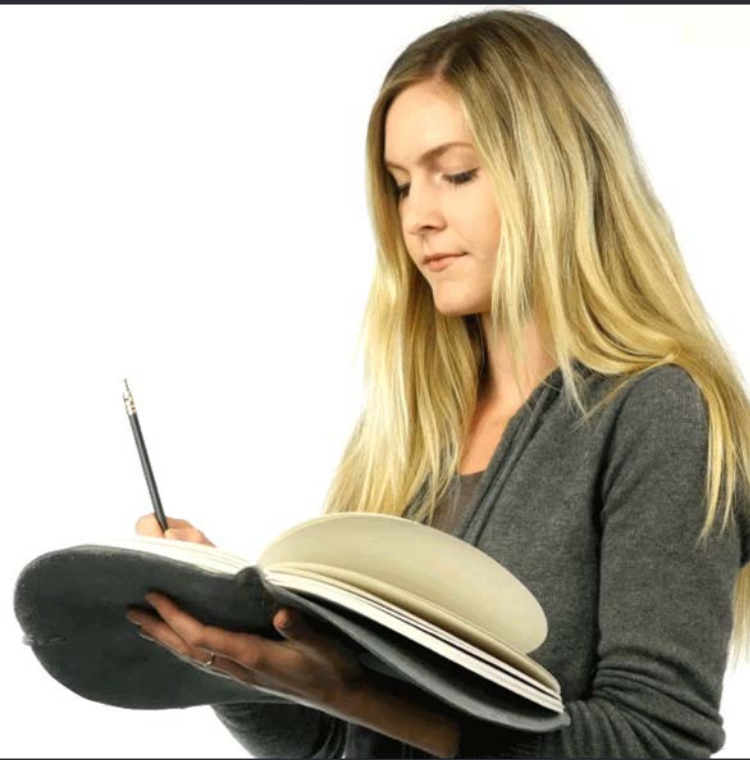
Make Your Own Timelapse



Tutorial: (1) Use the timelapse setting on your phone and it stitches it together for you OR (2) <https://youtu.be/q0Y7Z980F7s>

Cinemagraphs

Tips: Use a tripod • Only the action should be moving • Needs to loop • Make it obvious



Need inspiration? pinterest.com/kcmotiondesign/motion-cinemagraphs

Make Your Own Cinemagraph



Tutorial: <https://youtu.be/9TSPe1OEzWE>

3D/Parallax Photos

Tips: Use a photo with depth



Need inspiration? pinterest.com/kcmotiondesign/motion-3d-photos

Make Your Own 3D Photo



Tutorial: https://youtu.be/LDHhNi_NyXA

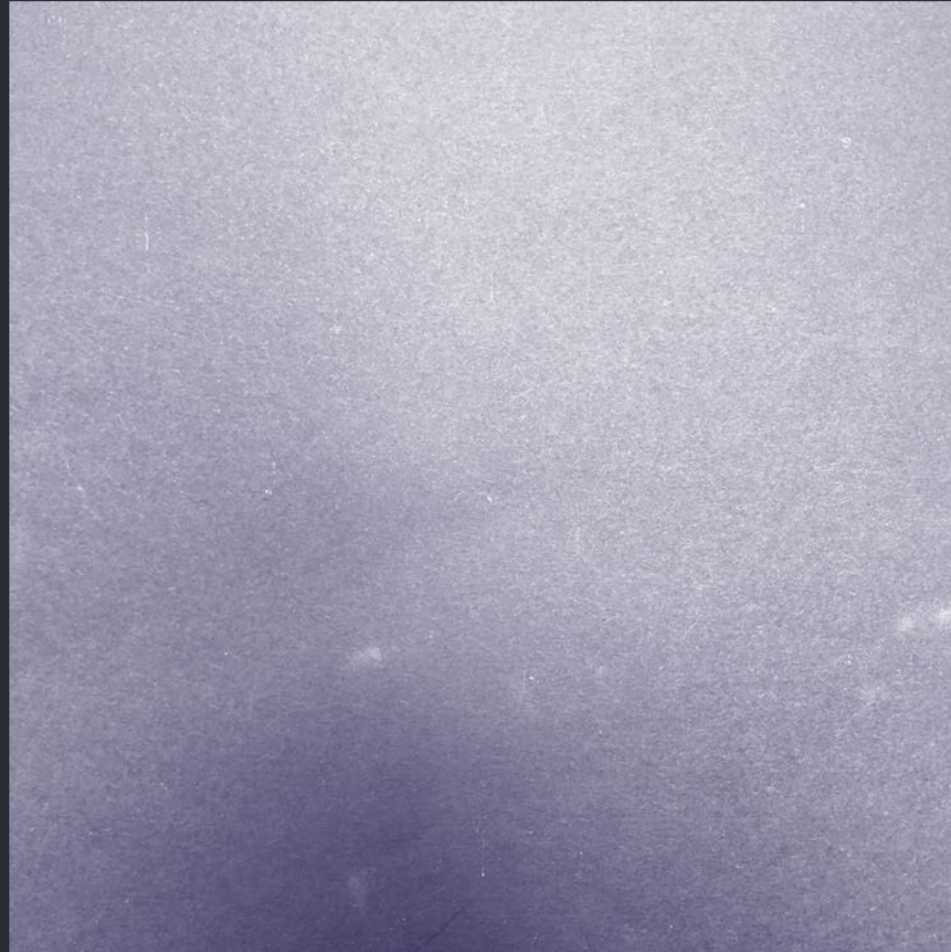
Stop Motion

Tips: Use a tripod • Work with controlled light



Need inspiration? [pinterest.com/kcmotiondesign/motion-stop-motion](https://www.pinterest.com/kcmotiondesign/motion-stop-motion)

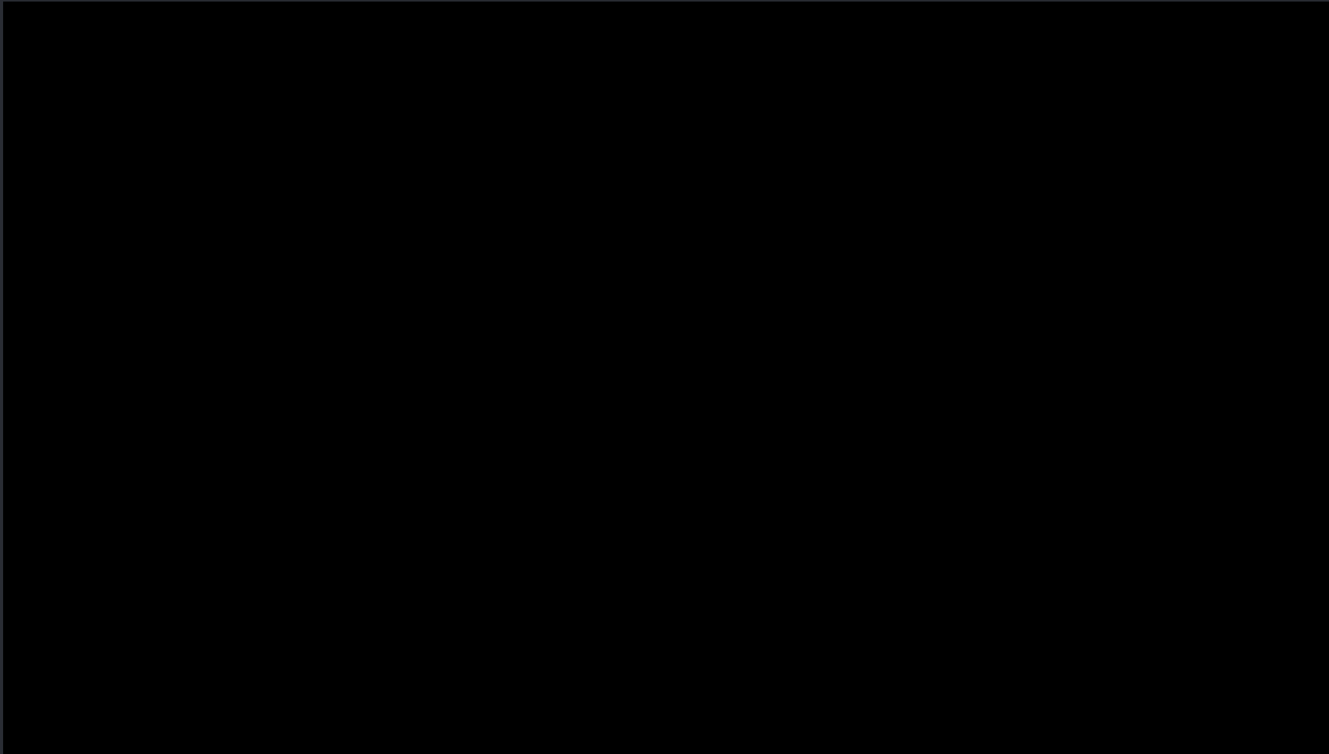
Make Your Own Stop Motion



Tutorial: https://youtu.be/e8MM_X6XjQU

Video

Tips: Short and catchy • Consider multiple dimensions



Need inspiration? pinterest.com/kcmotiondesign/motion-video

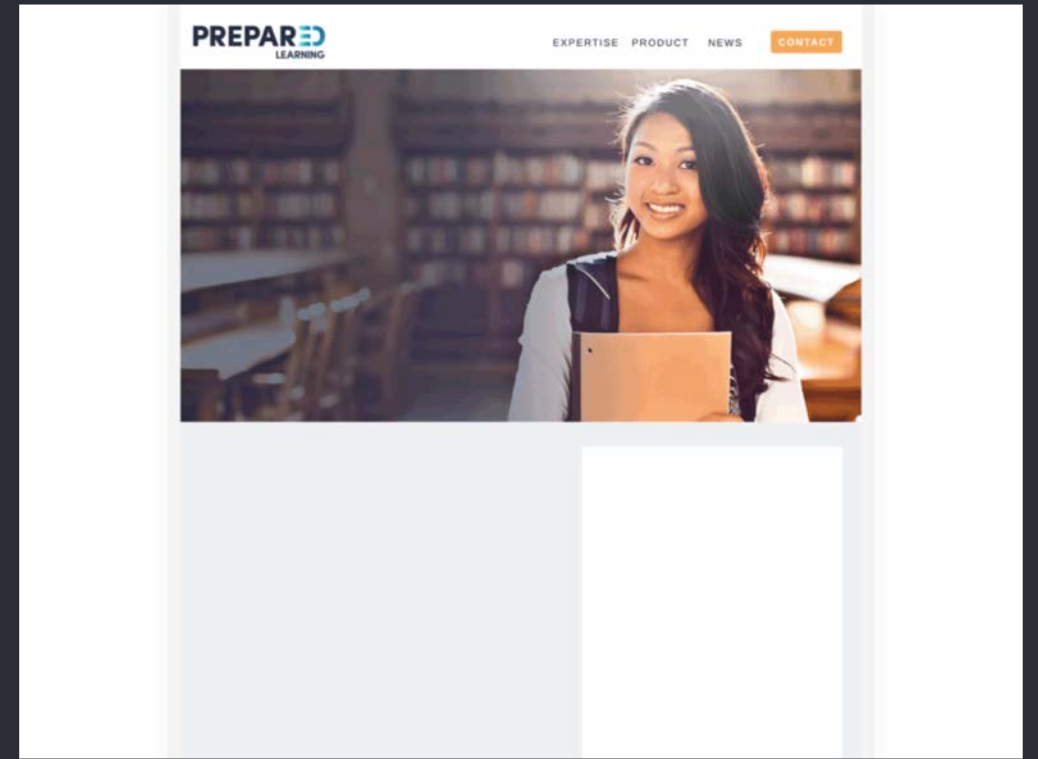
Make Your Own Video



Tutorial: https://youtu.be/djQSd_jZZns

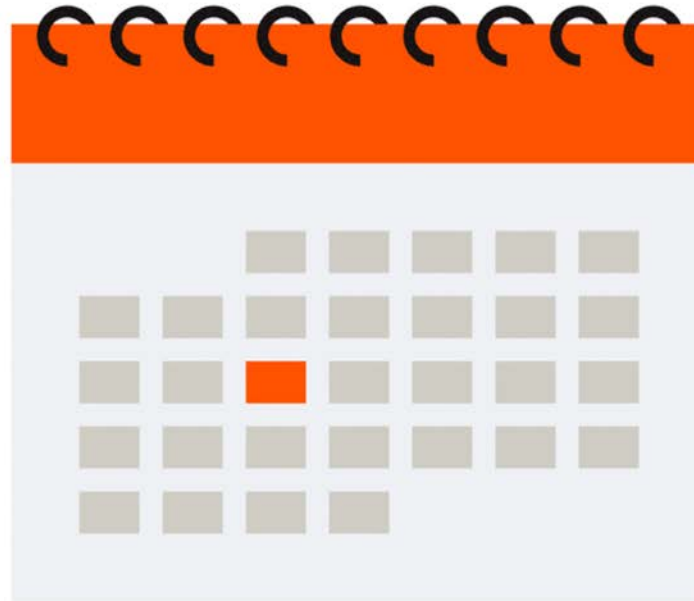
Animation

Tips: Learn the animation principles • Make it easy to view once



Need inspiration? pinterest.com/kcmotiondesign/motion-animation

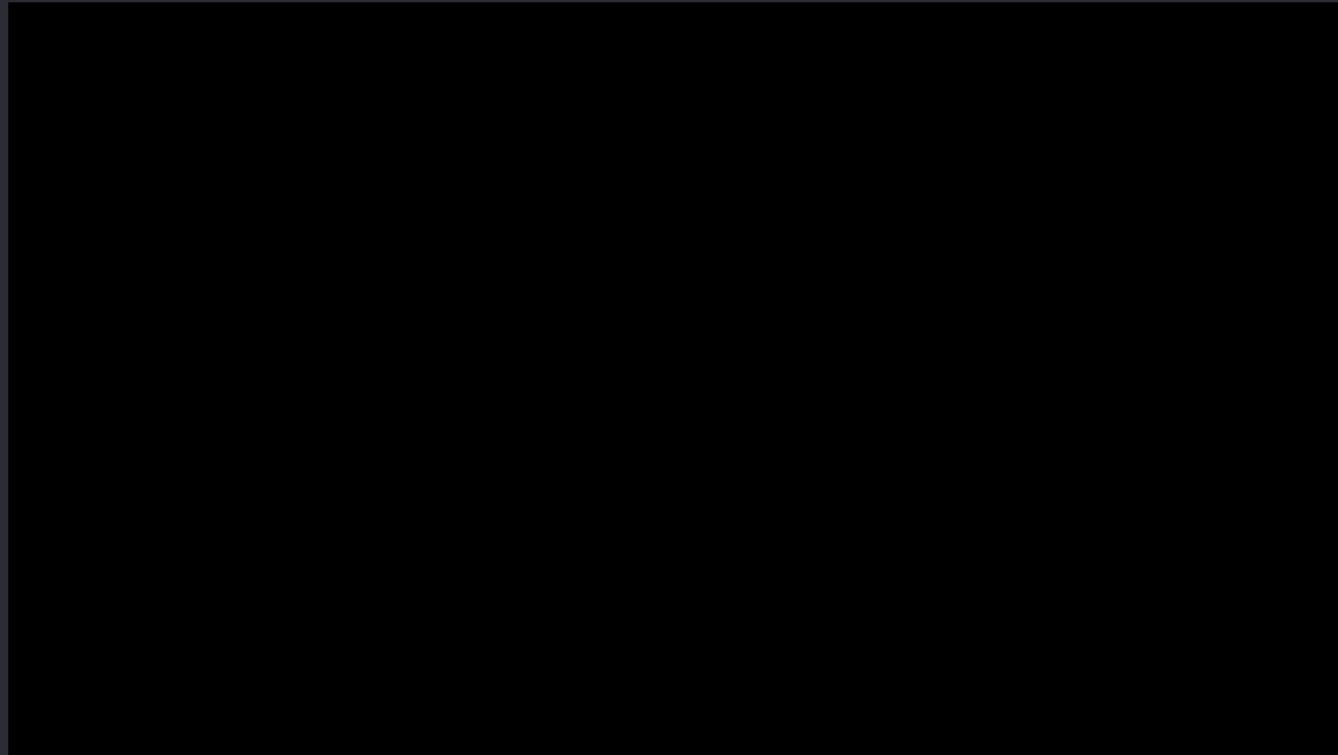
Make Your Own Animation



Tutorial: <https://youtu.be/1tQk5Fy2xkA>

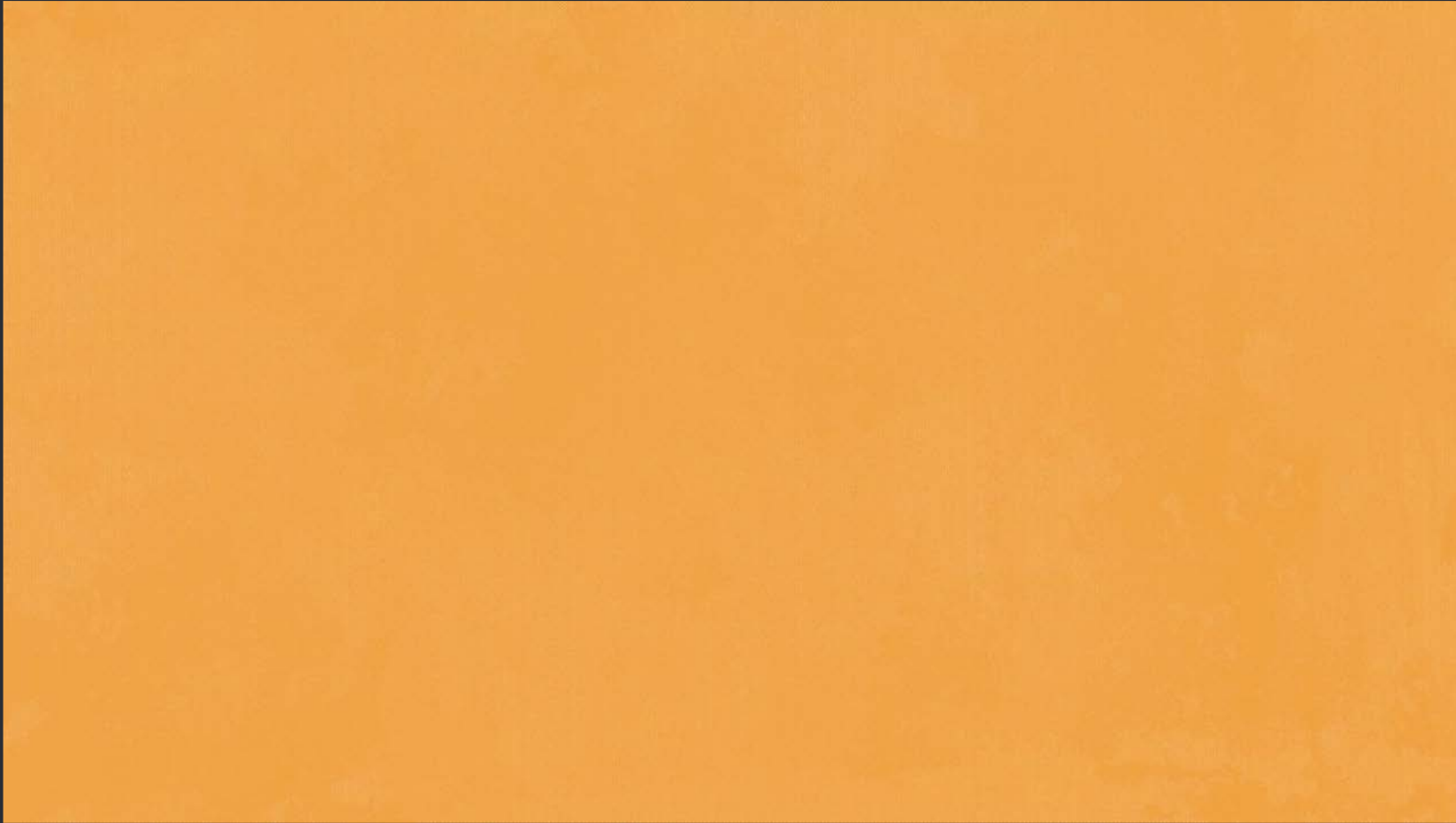
Kinetic Type

Tips: Choose good typography • Pay attention to pace



Need inspiration? [pinterest.com/kcmotiondesign/motion-kinetic-type](https://www.pinterest.com/kcmotiondesign/motion-kinetic-type)

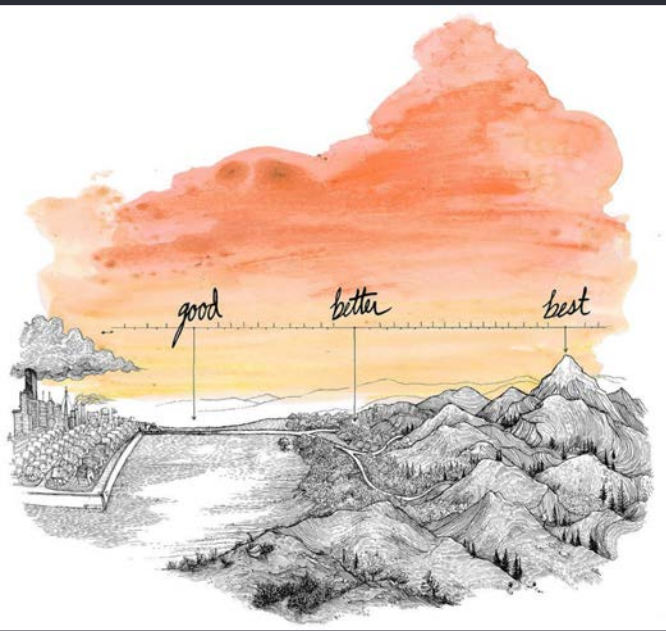
Make Your Own Kinetic Type



Tutorial: <https://youtu.be/qO4xbIZsLTg>

Art

Tips: If you strayed away from drawing in the past, check out Procreate on the iPad



@jer.collins



@granthaffner



@leimelendres



@mariolinasuglia

Need inspiration? pinterest.com/kcmotiondesign/stills-art

Make Your Own Art



Tutorials: [youtube.com/c/JamesJulier-Artist](https://www.youtube.com/c/JamesJulier-Artist)

Design

Tips: Large text (and not too much of it)



@logoinspirations



@makereign



@focuslabllc



@homsweethom

Need inspiration? pinterest.com/kcmotiondesign/stills-graphic-design

Make Your Own Designs

Y'all don't need any help in this area,
you're GrC experts!

Mixed Media

Tips: No rules! Be creative



Blackberry-Rosemary



Make Your Own Mixed Media

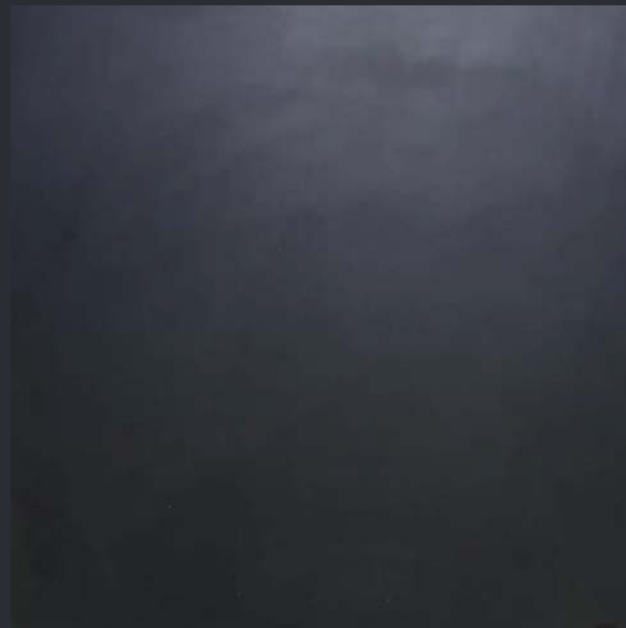


Tutorial: <https://youtu.be/bACLmuaxPyM>

Creativity Stands Out



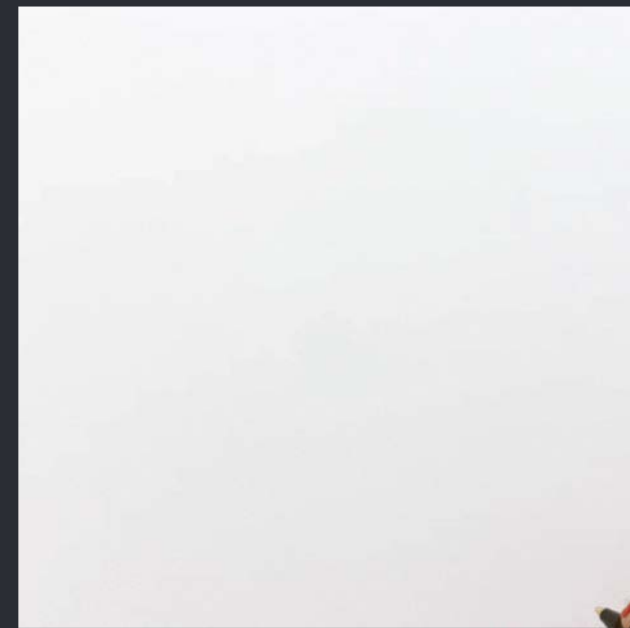
@ohforfuckscake



@beccaclason



@tanaka_tatsuya



@rachelryle

Content Planning



Questions to Ask

- What's the objective?
- Who's watching?
- What's your key message?
- What is the best style?
- Where will people see this?
- What's the call-to-action (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.

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

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.


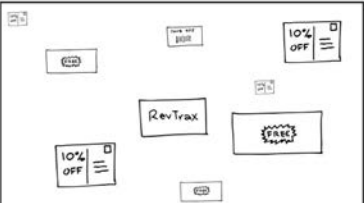
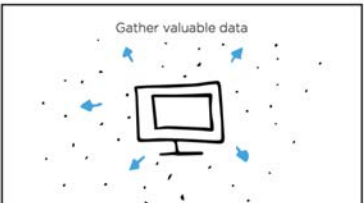
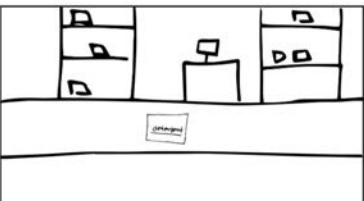
You can do all of this and more with RevTrax.

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

It's time to change the game. RevTrax.

- Goals
- Story Concepts/Script
- Storyboard
- Filming/Artwork Creation
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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>

- Goals
- Story Concepts/Script
- Storyboard
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The Process

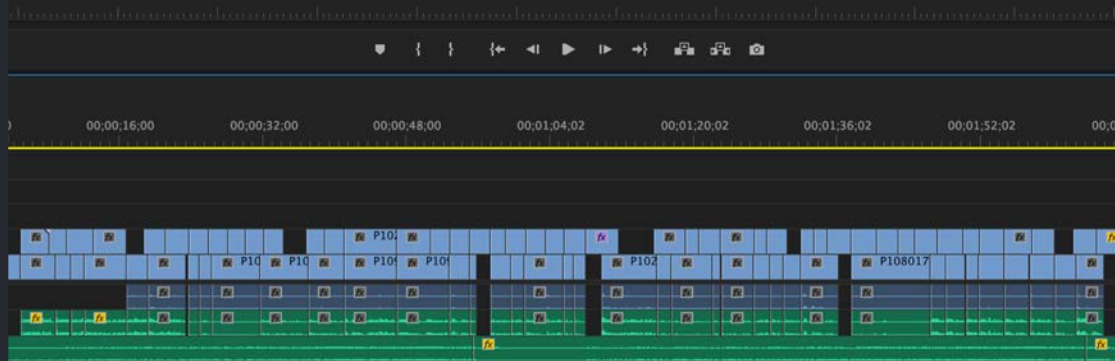


- Goals
- Story Concepts/Script
- Storyboard
- **Filming/Artwork Creation**
- Editing/Animating
- Testing

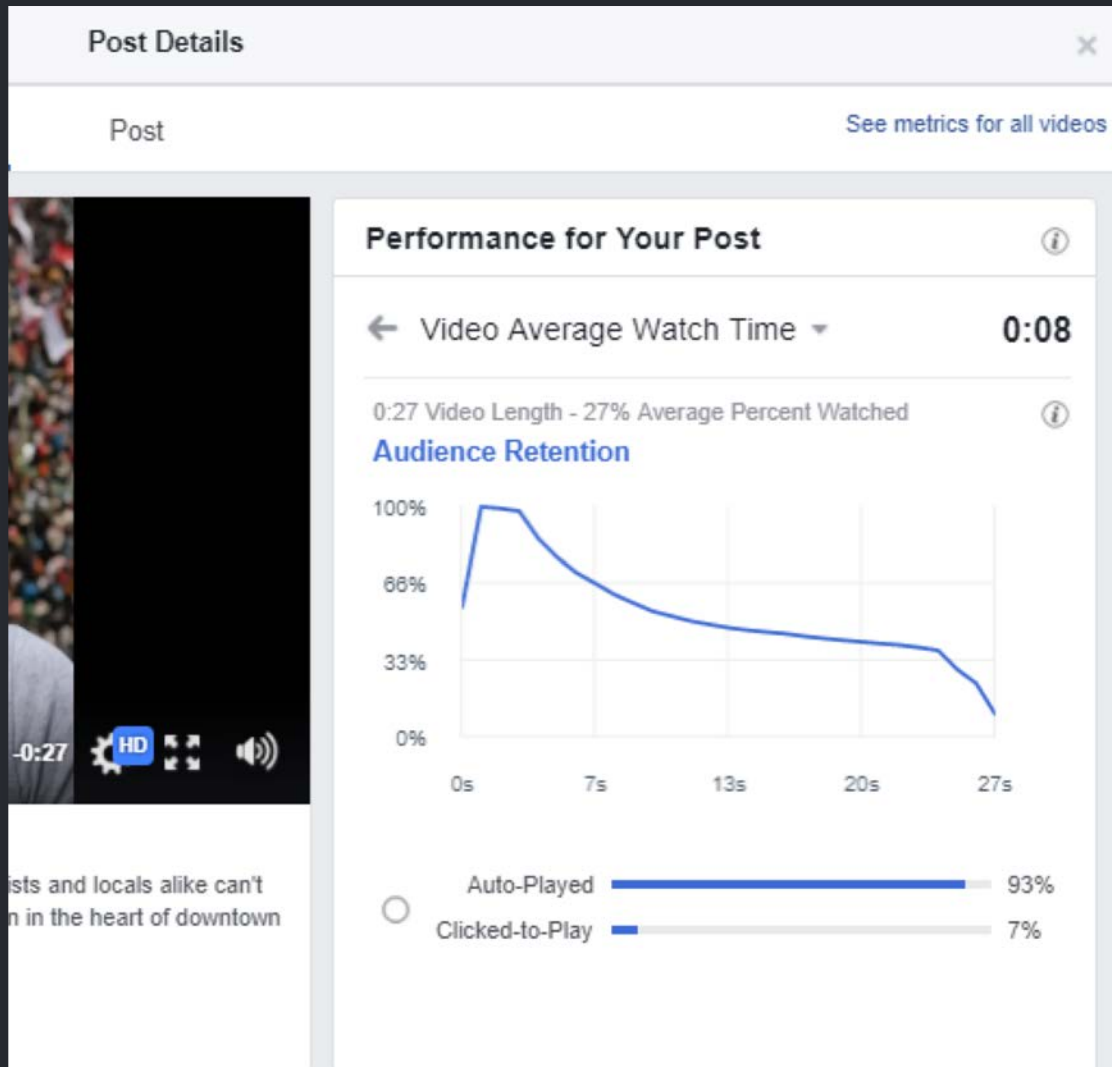
The Process



- Goals
- Story Concepts/Script
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The Process



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iPhone Tips



Filming Tips



- Film on highest settings
- Turn on airplay while filming
- Pay attention to orientation
- Keep in mind low-light ability
- Storage limits (backup!)
- Consider audio/music

⏪ 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.

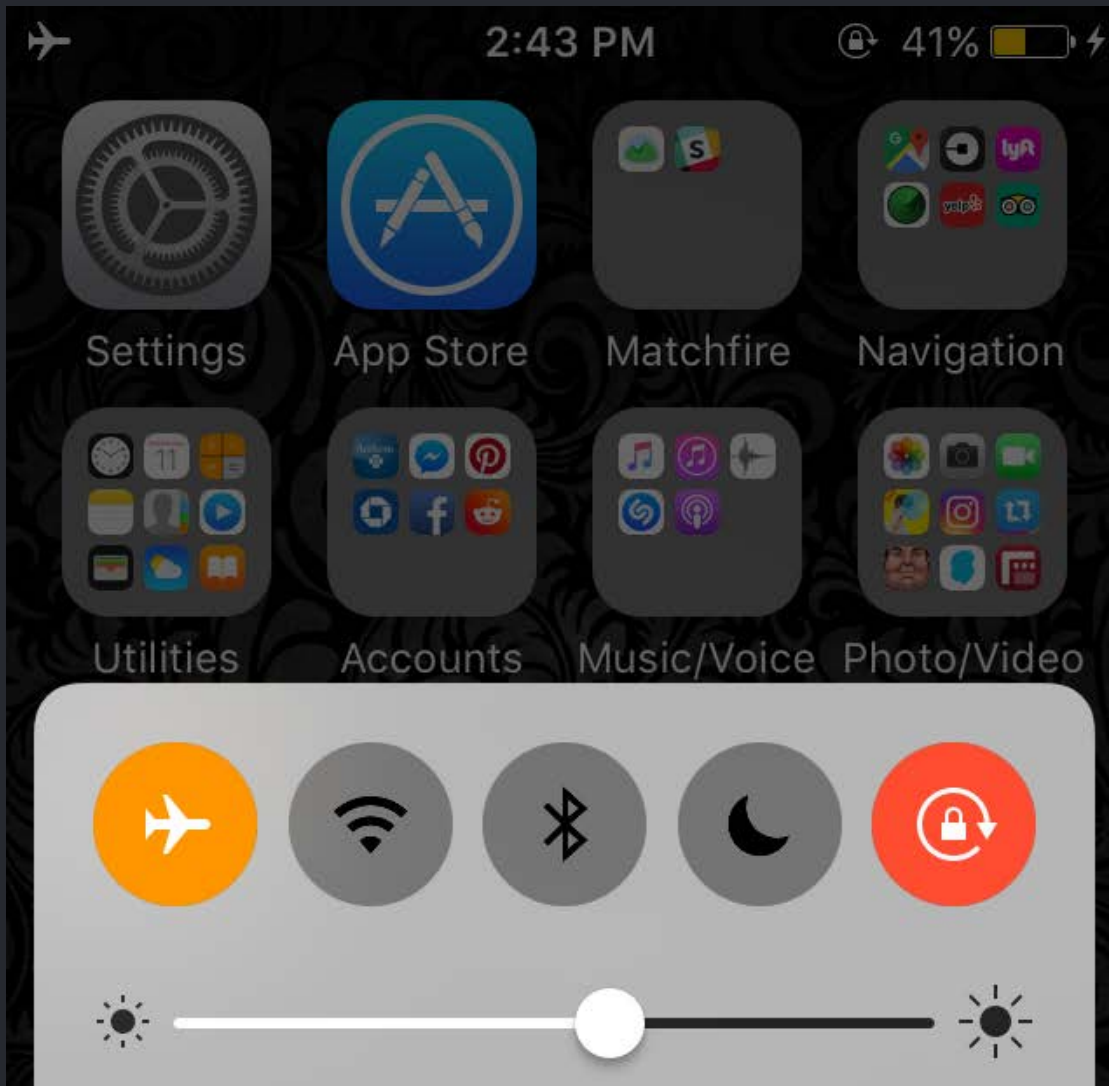
⏪ Photos & Camera Record Video

720p HD at 30 fps

1080p HD at 30 fps ✓

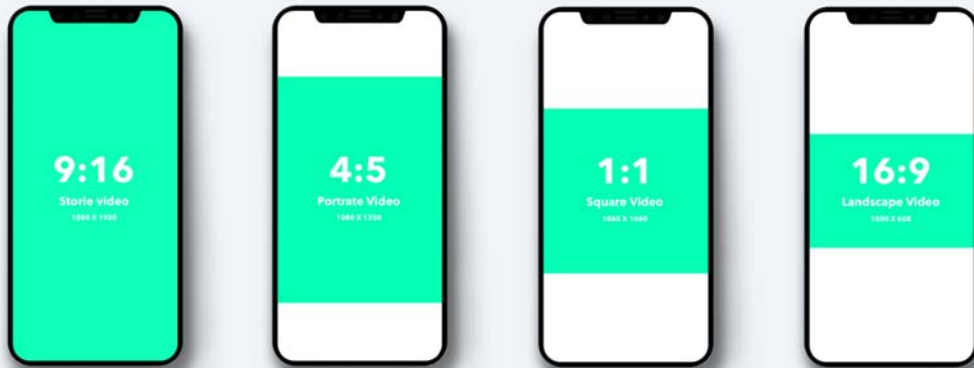
A minute of video will be approximately:
• 60 MB with 720p HD at 30 fps (space saver)
• 130 MB with 1080p HD at 30 fps (default)

Filming Tips



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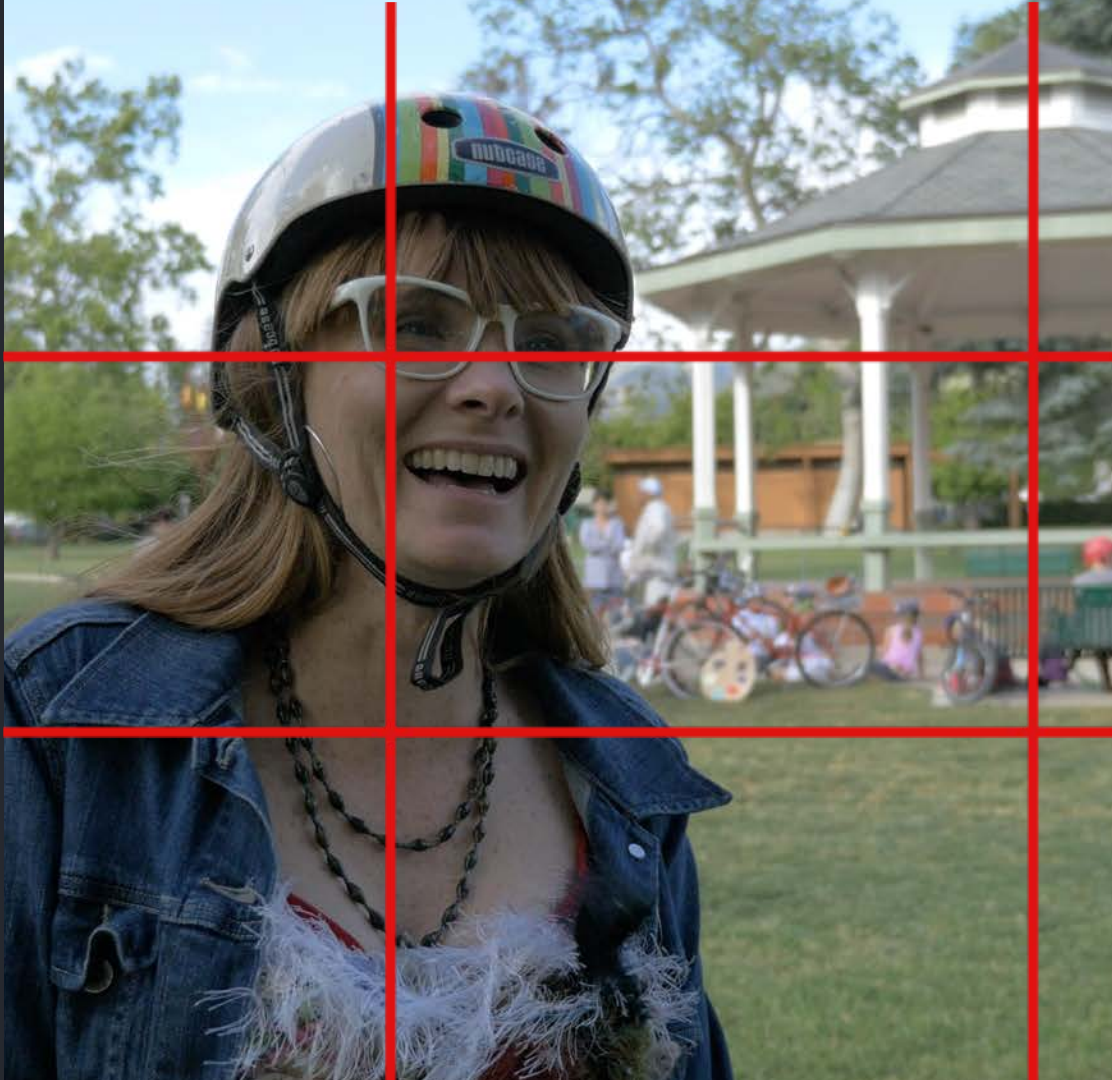


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Shooting

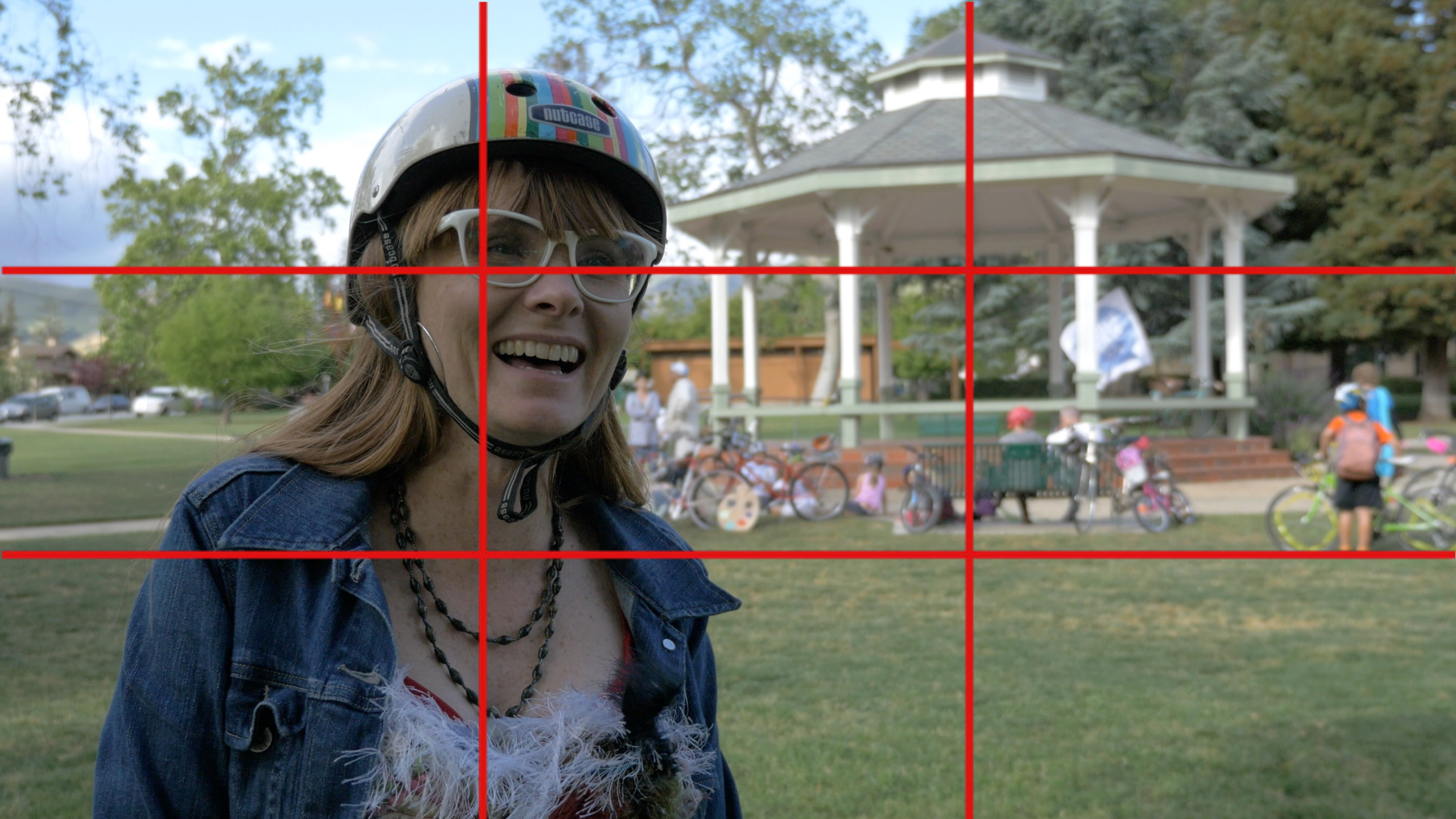


Framing the Shot



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





Framing the Shot



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Framing the Shot



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- Avoid digital zoom



Wide Shot



Medium Shot



Close Up Shot

Framing the Shot



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

Framing the Shot



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

Shoot more than you think you'll need!

Stabilization

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



THE
Knee Bend



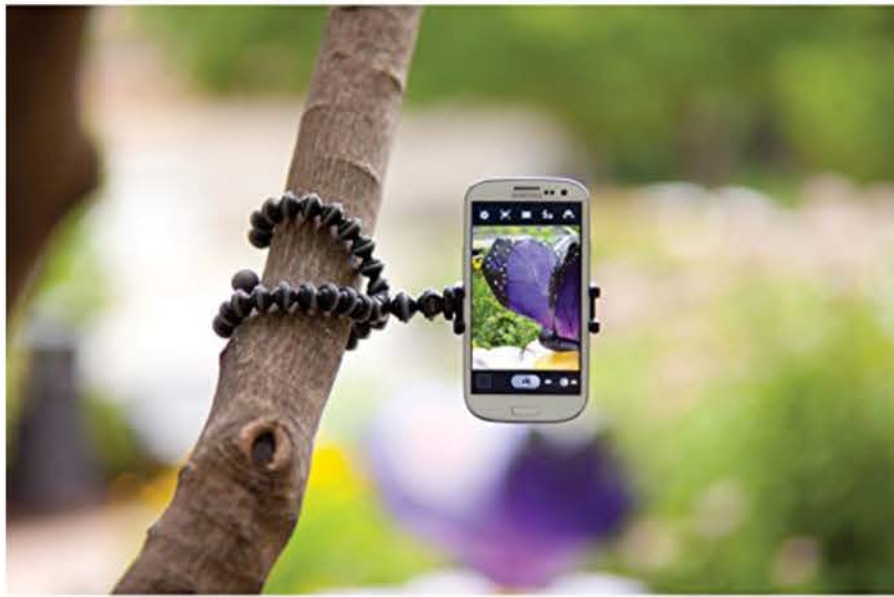
THE
Elbow Plant



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
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- **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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Neuer

Neuer 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

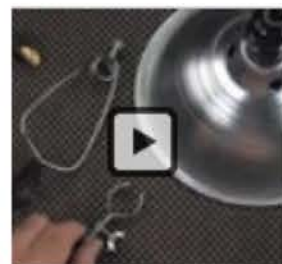
Local Ad

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





Final Thoughts



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.

Don't Worry About Posting

Play around and make mistakes for yourself.



Activity Time!

Create your own stop motion
and upload it to [this Google Drive folder](#).

If you need inspiration: pinterest.com/kcmotiondesign/motion-stop-motion

Questions?

kcmotiondesign@gmail.com

ketcassidy.com/student-resources