

“60 Seconds”

Intro Video - All about you in 60 seconds

Tell a story!

Content

What do we want to see in this video?

- Passion
- Storytelling
- Personal growth
- Abilities
- Culture

Interests

- Activities
- Hobbies
- Sports

Broadcast experience/long-term interest

- Filmmaking
- Journalism
- Television
- Video production (What do you want to create this year?)
 - Commercials
 - PSA's
 - Promos

Goals

- BTech
- School in general
 - This semester or college or next year!
- Life
 - Compilation

Be yourself! Make a video that reflects you!!!

Technical

Photos

- Add Ken Burns (slowly zoom in on photo/add movement)

Videos

- Horizontal
- B Roll is appropriate to what you are saying

TRT = Total running time 60 seconds

Sound

- Proper MASTER audio levels between -6 to -12
- Music
 - If adding music make sure it is not louder than you.
 - Use [royalty free music](#).
 - Edit to the beat! Pressing “M” will add a marker to your video.
 - -18 to -27 or 20%
 - [YouTube Library of music](#)
 - [Mixkit free site](#)
- [Voice Over](#)
 - One way to record voice over is to hold your phone under your chin
 - It is important to be clear while speaking.
 - Uses correct grammar
 - Write for the EAR
- [“NAT Sound”](#)
 - [Natural sound](#) from video, including if it adds to the story.
- Sound effects
 - Austin’s Example:

[Text in video](#)

Use content you have already produced to fill in the gaps of your video with new content.

[WALLDO](#)

- W—Wide angle
- A—Angle your shot (not straight on)
- L—Low shot—get the camera near the ground
- L—Linking—connect (pan) more than one object/subject
- D—Depth- use the foreground to create depth
- O—Opposite—film something opposite of your usual shots/ action vs reaction

Shots

- [The Shooting Gallery](#) (Book)
- [Six-Shot sequence](#) - [video example](#)
 - Wide, Medium, Tight, Extreme tight, Extreme Wide
- Appropriate framing - [Rules of Thirds](#)

- [Turn on the grid on your iPhone](#)
- [5 Shot sequence](#)
 - Hands, Face, Wide/Medium, Over the shoulder, Creative
 - [Examples](#)

Lighting

- Main light source behind camera
- [Lighting basics](#)
- [Finding light at night](#)

Color correction

- [Color correction on iMovie](#)
- [Color correction for Final Cut Pro](#)

Transitions

- Use straight cuts
- [If using transitions make sure it is purposeful!](#)
 - Cross dissolve (Same time different space or Same space different time)
 - Fade to black (End of time) Fade up (Start of scene.)
 - If sound keeps going it shows the story is not over.

Storyboard

- [Helps](#)
[withhttps://www.dongoble.com/uploads/7/7/7/6/7776655/storyboard_blank.pdf](https://www.dongoble.com/uploads/7/7/7/6/7776655/storyboard_blank.pdf)
[organization and planning](#)
- Screen Writing/ Storyboarding Website: <https://www.celtx.com>
- [StoryboardThat](#)
 - [How to use StoryboardThat](#)

Don't forget to have a clear and focused → Beginning, middle, and end!

Student examples:

[This is Me](#)

[Emma Kunitz 60 Seconds](#)

[Austin Coburn 60 Seconds](#)