

Simple & easy ways to add video to your publications

JEA Adviser Institute 2013



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Goals of the session

1. Build some common language
2. Identify the basics of a good video
3. Illustrate some tangible examples

6 basics of a good video

1. Make the subject matter & meaningful
2. Every picture has a sound
3. Sound draws people to video
4. Shaky video = amateur video
5. Zoom your feet, not the lens
6. Every action has a reaction - [Susan Boyle example](#)

6 basic shots

1. Action Wide - WS
 2. Action Medium - MS
 3. Action Tight - T or CU
 4. Reaction Wide
 5. Reaction Medium
 6. Reaction Tight
- For every ACTION there is a REACTION! Make sure to capture both on camera.

6 tips to follow

- 1. Know Your Camcorder

- Be comfortable with controls & operations

- 2. Make a Plan - Storyboard

- what is the video about?
- what shots do we want to capture?
- who will we interview?
- what sound do we want to capture?
- sketch out in order

6 tips to follow

- 3. Lights

- Plenty of light
- BEHIND the camera, not the subject!
- bring close to your subject

- 4. Sound

- Audio is just as important, if not more that the video
- NAT sound

6 tips to follow

- 5. Monitor

- use a tripod
- don't trust all automatic
- headphones
- viewfinder
- look at the details - trash can in the shot?

- 6. Hold the Shot

- every shot for at least 10 seconds
- "handles" 2-3 secs on front & back end

Tips for Mobile Journalism

- 1. Get the WIDE shot
 - please don't shoot [vertical video](#)!
- 2. Light
 - remember light behind camera (watch out for windows)
 - shoot outdoors if possible
- 3. Keep the lens clear
- 4. Keep the mic clear

Tips for Mobile Journalism

- 5. Keep your phone steady
 - use a little tripod phone clip
 - set it down on a steady surface
- 6. Keep the mic close
 - quiet spaces
 - close to the subject as possible
- 7. Edit videos on phone
 - [Videolicious](#)
 - [Viddy](#)

Activities

- 4 shot video

- *each shot 5-7 seconds*
- 1. Extreme Wide Shot - XWS
- 2. Close Up (Tight shot) - CU/T
- 3. Medium Shot -MS
- 4. Wide Shot -WS

Activities

- [5 shot video](#)

- *each shot 5-10 seconds*

- 1. A Close Up (Tight) on the hands of a subject – showing WHAT is happening

- 2. A Medium on the face – WHO is doing it

- 3. A Wide Shot – WHERE its happening

- 4. A Medium over the shoulder shot (OTS) – linking together the previous three concepts

- 5. A Tight or Wide Shot of something unusual, or side/low shot – providing story-specific context

- 6. [Handout](#)

Activities

- [6 shot video](#)

- *each shot 3-5 seconds*
- No two shots alike
- Begin by creating a written 6 Word Story first
- View assignment [here](#)

Activities

• 8 Shot Video - [Journalism class](#)

• *each shot 3-7 seconds*

- 1. WS Nat sound
- 2. MCU interview
- 3. MS
- 4. WS
- 5. T
- 6. WS
- 7. MCU interview
- 8. MS

3 WS = Wide Shot * 2 MCU = Medium Close Up * 1 T = Tight Shot *
2 Medium Shot * NAT = natural

Activities

15 Shot Video - [Liberty Tax Man](#)

• *each shot 3-7 seconds*

• 1. WS Nat sound

• 2. MCU interview

• 3. WS

• 4. T

• 5. MCU interview

• 6. WS

• 7. MS

• 8. WS

9. T

10. WS

11. MS

12. T

13. WS

14. MCU interview

15. WS NAT sound

7 WS = Wide Shot * 3 MCU = Medium Close Up * 3 T = Tight Shot * 2 Medium Shot *
NAT Sound = natural sound

another example video: [St. Louis Japanese Festival](#)

Activities

- **Sequencing**

- * How much to film?

- * A common rule of thumb is 25:25:50 - the number of shots for a single shooting session

- * 25% wide shots

- * 25% medium shots

- * 50% closeup shots.

- <http://storify.com/mututemple/sequence-shooting>

- <http://www.livebinders.com/edit/index/820253>

- <http://www.poynter.org/how-tos/digital-strategies/183861/how-journalists-can-improve-video-stories-with-shot-sequences>

- <http://vsw.journalism.cuny.edu/2011/08/29/shooting-a-sequence/>

How to report the news

- * [Bongo Street Performer](#) - filmed in 20 minutes, edited in 4 hours
- * [Charlie Brooker - BBC](#)

Q & A

simple videos for your publications



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