Learn how to frame and shoot photos and record video with your smartphone
Presenters

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Presentation Overview

• Opening remarks
• Aesthetics for photo / video
• Video shooting tips and accessories
• Delivery and distribution
Content ! Content! Content!

• The demand for media content is strong
• Audience engagement is essential
• The power to produce content is now in your pocket
Technology has changed
Technology in your pocket
With a few simple tips, practice, and a few accessories… you can create engaging content.
Photo & Video Aesthetics
Landscape or portrait

Photo - Always shoot both

Video - Landscape is better

*Some social media apps are using vertical video*
Composition

• It all begins with Composition
• Whether it’s a photo or video, a well-framed image will immediately improve your final product.

Here are a few simple rules to remember.
Rule of Thirds

• Imagine a tic-tac-toe grid over the image. Place focal points or subjects on the intersections of the grid.

• Avoid centering the subject.
Leading Lines

• Use of visual lines that lead to the subject.
Framing

• Using elements in the foreground to frame the subject of the photo.
• This creates a feeling of depth.
Hot Tip: Fill the frame

The name of the game is fill the frame. Move in close to eliminate unwanted items in photos. Keep backgrounds clean from clutter.
Repetition

• Photo contains a group or series of elements that repeat each other.

• Breaking the repetition can also make an interesting photo.
Symmetry

The photo is very balanced, often called formal balance. If you divide the image you would have almost identical images.
Hot Tip: Avoid amputations

Try to avoid cutting off body parts, i.e. hands, feet, arms, etc.
Hot Tip: Avoid mergers

Make sure items in the background like light poles aren’t growing out of people’s heads.
Hot Tip: Capture the light

Be aware of the light source in your scene
Smartphone Photo Tips
Smartphone Photo Tips

• Hold the camera rock steady. This is very important to getting the best quality images you can from a phone.

• Limit the use of zoom feature on phones. If you need to be tighter you need to physically move in toward your subject.
Smartphone Photo Tips

• Remember the name of the game is fill the frame.

• To get the best exposure, tap the screen and hold until the focus/exposure lock kicks in.
Smartphone Photo Tips

• You can also control the exposure even more by then moving your finger up or down to lighten or darken the image.

• Move it until it looks good to your eye and then compose the photo and take it.
Smartphone Photo Tips

• Shoot multiple photos.
• This increases your chances of getting the best shot.
Smartphone Limitations
Smartphone Limitations

• Avoid using the zoom function.
• Don’t use the flash. Most often, the flash generates harsh light and areas in the foreground are too bright.
Photo Editing
Photo Editing

A few simple adjustments to your photos can make huge improvements. Photo editing is essential.
Photo Editing Tips

• Use an app like PS Express. It gives you quite a bit of control in an easy-to-use format. Even if you don’t know Photoshop you should be able to use PSE with little effort.
Photo Editing Applications

• Crop the image
• Correct exposure, sharpen, contrast, highlights, and shadows.
• Red eye correction
Photo Editing Applications

• Blemish removal.

• After editing, save the image to your phone - and then you can email it from there to get it where it needs to be.
Photo Editing Applications

• Always save the image as large as possible. It might ask when saving about a size. Take the highest option.
Presentation Links

Composition:


Photoshop Express:

POP QUIZ
Video Tips
Video Tips

• Posting a short video clip can be quick and easy.

• Producing a video that tells a story and does it well, can be a major production. And you have to ask yourself if the time and effort is worth it.
Your Video Story

• You will probably need to record an interview plus b-roll.

• B-roll is the footage you shoot of your subject doing their thing.
Your Video Story

• Then you will need to edit to put it all together, using the b-roll to cover up the interview...since interview footage typically isn’t very exciting.
Your Video Story

• Videos are all over the web. They are easy to find, but they are also easy to click off of.

• For that reason, it is best to start your video with your best b-roll and/or quote. Start strong.
Your Video Story

• And just like a written story, a good video story can be structured like this: hook -- anecdote -- reflection.
Video Example

Mountaineers Go First: Ashley Petrone
Accessories

A few simple accessories can make a big difference in your video quality
Accessories

• Tripod
• Lavaliere or voice-over microphone
• Wide-angle lens
• Hand-held smartphone camera mount
Accessories

- Lightweight Manfrotto tripod ($200)
- Joby XL Smartphone stand ($30)
- Rode SmartLav ($80)
- And the Rode Extension Cable ($25)
Delivery & Distribution
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Social Media

• Facebook Live
• YouTube Channel Webcasting
• Nothing beats the immediacy of ‘live’. Share your event and engage with your audience!
Recommended Gear

Here is an internet link to view some recommended smartphone photo/video production gear.

CLICK for Smartphone Photo/Video Gear Recommendations
Questions