



## Do-it-Yourself Media 7

# *Mobile Video Production*

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## TOPIC

This lesson is all about shooting video using your mobile device. We give you some app options and demonstrate the most important principles to keep in mind when shooting video.

## OBJECTIVES

1. Students will learn and apply video production principles to create good quality video footage using their mobile device
2. Students will learn how to set up camera apps on their phones to ensure good quality video footage
3. Students will learn recommended camera apps for video shooting
4. Students will understand and apply proper techniques to shoot a simple interview/testimony using a mobile device

## PREREQUISITES

This lesson builds on a basic knowledge of camera operation, image controls, and composition. Students should be very familiar with content in [Do-it-Yourself Media 1: Introduction/Starting Off Right](#) and [Do-it-Yourself Media 2: Photographs/Still Images 1](#) before beginning this lesson.

## RESOURCES

### Presentation

Full Lesson Video ([YouTube](#), [HD Download- 587MB](#), [Compressed Download- 85MB](#))

[PowerPoint Presentation](#)

### Student Materials

[Power Guide Handout](#)

## Preparation

The following are not required reading but, rather, links to materials that were used in the preparation of this lesson plan and which you, the trainer, might find of value if you have extra time and an interest in digging deeper into the subject

- ❖ [10 tips to improve your mobile videos](#)
- ❖ [Mobile Journalism Manual- Filming Checklist](#)
- ❖ [Mobile Journalism Manual - All the Tutorials](#)
- ❖ [How to Film like a PRO with Android Smartphones](#)
- ❖ [Shooting Activities or Events - 5-shot sequences](#)
- ❖ [Open Camera App Tutorial - Filming with Android Camera Apps!](#)
- ❖ [Manual Camera DSLR Pro Android App- Review & Tutorial](#)
- ❖ [FiLMiC Pro Tutorial \(UPDATED\): Shoot PRO Video with iPhone and Android!](#)

If you have any questions or suggestions for changes please contact [info@mobileministryforum.org](mailto:info@mobileministryforum.org)

## **TEACHING CONTENT**

1. Introduction - Video is fun; let's do it!
2. Video apps for Android devices
  - a. First choice; use the camera app you've already been using, like the stock camera app that came with your phone.
    - i. Most camera apps also shoot video, so just go for it. Hit the video button!
  - b. Third-party apps we've talked about, like *Open Camera*, also work well.
  - c. However, some video-specific apps can give you more professional control and features, so consider them.
    - i. [Manual Camera: DSLR](#) (\$4.99 USD) is a great choice that works well on both high-end phones and more basic smartphones.
    - ii. [FiLMiC Pro](#) (\$14.99 USD) works well with higher end smartphones and is the choice of most professionals
3. Setting up your video camera
4. Things to think about!

- a. **Storage** on your phone
    - i. Video footage takes up much more storage than any other kind of media
    - ii. Can you clear your library and delete apps you don't use?
    - iii. Add storage by adding an SD card, if your device allows it
  - b. **Battery life**
    - i. Video shooting really uses your battery quickly
    - ii. Be sure your phone is charged before you go out to shoot some footage
    - iii. Keep a car charger handy and use it
    - iv. Purchase an external battery pack and cable
5. How do you **hold** your phone?
- a. For most uses, hold your phone sideways, in 'landscape' mode.
    - i. This is the way most films are shot and presented
    - ii. God made our eyes side by side. (That's one argument!)
    - iii. It will make your footage usable in most kinds of projects
  - b. However! Many people shoot 'vertically' in 'portrait' mode.
    - i. It's natural for people
    - ii. Do this if you know that you will share your footage only in vertical mode. Examples:
      1. Stories on Instagram, Snapchat and Facebook
      2. Instagram TV (IGTV)
      3. Messages you share to people on mobile devices
6. When in doubt - hold it sideways - horizontal - landscape - do it!
- a. Are you practicing this?!
7. Now you're ready. Let's fire up an app.
- a. *Open Camera App* - [screen image showing default shooting mode]
    - i. Tap the video camera icon
    - ii. Settings Menus - some are specific to video shooting
8. Settings: **Video Resolution**
- a. Refers to the basic size of the video frame
  - b. Most video is presented in Full HD, 1920x1080 pixels

- c. 4K resolution is slowly becoming more standard, 3840x2160 pixels.
    - i. Be aware that 4K video clips are MUCH larger than Full HD clips, so you'll fill your memory much faster.
  - d. Tip: Full HD will cover most of what you'll want to do
- 9. Settings: **Video bitrate**:
  - a. Generally, a higher bitrate means higher quality, but it takes up a lot more storage.
  - b. Tip: 20-50Mbps is fine quality for most uses
- 10. Settings: **Video frame rate** is how many frames are captured each second.
  - a. 24fps is the same as most movies are filmed. Use this if you want a more "film-like" look.
  - b. 25fps is the frame rate of television shows in most of the world. This is a good one, if you don't live in the U.S.
  - c. 30fps is the standard in the U.S. and a few other countries
  - d. Higher frame rates, if your phone is capable, are good for shooting slow-motion footage. We won't go into that detail
- 11. For other settings, refer to the app help functions and tutorials
  - a. Note: You may be able to set these for what you normally want to shoot and not have to set them
- 12. Image controls
  - a. Remember that we want to control what the image looks like, not depend on the automatic functions of the camera.
- 13. On the main camera screen, be sure you're in video mode - the little film camera icon
  - a. Your manual controls are set by the little icons (three dots) in the upper right corner
  - b. First, touch the little 'vertical dots' icon
- 14. **Focus** - the app will be in auto-focus when you first launch it
  - a. "m" - Manual focus works two different ways, depending on your device
    - i. On a higher-end phone (using Camera2API in Android) you will let you use a slider to adjust focus. On more basic devices, you can tap to set and lock the focus.
- 15. You want to look at the second row of icons to set a focus mode.

- i. “A” is automatic focus
- ii. The “flower” is for focusing very close to the lens
- iii. The ‘lock’ is a good mode for most shooting; it lets you tap to set and lock the focus on an object in the scene.
- iv. The “m” icon is for manual focus using a slider if your phone supports the feature.
- v. Tip: try the “lock” or “m” icon to start

#### 16. Exposure

- a. The little square icon with +/- lets you adjust the exposure of the scene.
- b. Tap the box to open a slider that you can move to lighten or darken the scene.
- c. Click the “lock” icon next to the +/- square to lock the exposure

#### 17. White balance

- a. This is set again using the vertical dots icon
- b. Tap the icon and scroll to the White Balance menu
- c. The simplest way to set white balance is to choose a preset
  - i. Incandescent: if your main light is coming from incandescent bulbs
  - ii. Fluorescent: if you main light is coming from fluorescent bulbs
  - iii. Daylight is best for bright sunlight outdoors
  - iv. You can test each choice - there are more - to see what looks most natural to your eye. That’s the goal, just normal colors.

#### 18. For a video-specific app, like *Manual Camera: DSLR* or *FiLMiC Pro*

- a. See our “Power Links” resource links for a video tutorial

#### 19. Let’s walk through shooting process for a couple of kinds of video

- a. Testimonial
- b. Event/place/theme?

#### 20. ACTIVITY - Shooting a simple interview

- a. Jump down to the Activity section and follow the plan there.
- b. After you’re done, gather the group together to talk about shooting an event video

21. Shooting an event or place
  - a. [This VIDEO is a good introduction to shooting a place or event:  
<https://drive.google.com/file/d/0B0z-UlrPUCfGbi1GSHAzRUIVU1E/view?usp=sharing>]
  - b. Learn about what you're seeing
  - c. Find the "story" in the event you're filming
    - i. Are there some main "Characters" in the scene?
    - ii. Be sure to give the audience a good view of the "Setting" of the event
    - iii. Capture the "Action" of the event from different angles and creative shots so you have more footage to work with when you edit.
  
22. A **5-Shot Sequence** technique can help you cover an event or activity with a sequence of shots to help you make a more interesting edited program. See the link in the Power Links section.  
<http://www.mulinblog.com/five-shot-sequence-tutorial-and-example/>
  - a. Close-Up of Hands
  - b. Close-Up of Face
  - c. Wide Shot
  - d. Over The Shoulder
  - e. Unusual/Alternative Shot
  
23. **Final Tips:** How to make your video footage look more professional
  - a. Set up your camera properly, before you begin to shoot!
    - i. Learn and practice with your basic video settings
    - ii. Learn and practice with your camera app image controls
  - b. Hold it steady
    - i. Use a tripod or other mounting system
    - ii. If hand-held, use two hands and tuck in your elbows to your body to better support the camera
  - c. Move the camera slowly as you follow action or show a scene so your audience doesn't get dizzy!
  - d. Zoom with your feet, not your camera app. If you want a closer shot, move closer.



- e. Think about where the light is coming from
  - i. Keep it behind you, or to the side if possible
- f. Remember to film longer duration shots
  - i. Aim for at least 10-15 seconds each
  - ii. Try to combine three shots in one.
    - 1. Begin with a shot of a subject and hold it for at least 10 seconds
    - 2. While still “rolling”, pan the camera to a new view
    - 3. Hold on the final view for at least 10 seconds
    - 4. This gives you three different shots when you edit, all from one place.

24. That's it!

## **LEARNING ACTIVITIES**

1. ACTIVITY - Shooting a simple interview
  - a. Each team should record at least a single, brief story using the process outlined here.
  - b. Set aside at least 45 minutes to walk through the process and capture some footage
2. First, find a good **Location** - what are you looking for?
3. Think about Audio
  - a. You want to film in a place that is naturally very quiet.
    - i. A room with lots of soft furniture, carpets on the floor, etc.
    - ii. A quiet exterior location, away from traffic, animals, people, work noise
4. Think about the **Light**
  - a. You want a bright location to get a good image with the camera
  - b. If you're shooting in the daytime, a large window in front of the subject generally works well.
    - i. Avoid direct sunlight shining on the subject. It will move over time and may give harsh shadows.
    - ii. A translucent curtain is helpful to soften sunlight coming through a window



- c. Artificial lights in a room work fine. Can you find a lamp that could give light to the subject's face rather than just light from the ceiling?
5. Think about the **Background**
  - a. Avoid distracting backgrounds; you want the audience to pay attention to the interview.
  - b. Avoid bright backgrounds, especially windows.
  - c. If the person can be separated from the background, like a wall, by some distance, it usually looks better because the background will be out of focus.
6. Where should the interviewee look?
  - a. For most situations, have the subject look slightly off-camera, that is, not directly into the lens. It's more comfortable for them and the viewer.
7. With a location chosen, it's time to **set up your camera**
  - a. Storage & battery checked?
  - b. Turn on "airplane mode" on your phone to avoid audio interference. (If you forget to turn it back on, congratulations, you'll have a little extra peace until you remember!)
8. How do we **mount** the camera?
  - a. A Tripod is usually the best choice. An inexpensive tripod will work, but it may be difficult to move the camera smoothly. For an interview, this isn't a problem.
  - b. In a pinch, you can set the camera on a solid object: a table or stack of books
  - c. Holding your camera for an interview is difficult even for professionals. If it's a long interview, don't try it.
    - i. If you have to hand-hold the camera, here are some tips.
  - d. Hand-holding your camera
    - i. Keep the frame wide. That is, zoom out wide and walk close to the subject. Zooming in makes it harder to hold steady.
    - ii. Brace the camera with your body.
      1. Hold it with two hands
      2. Tuck in your elbows to your sides for stability
      3. Breathe smoothly

- e. Check out the many Do-it-Yourself options for building tripods, camera stabilizers, and more. It can be fun to create your own, and they can work just fine.
9. Where do we **place** the camera?
    - a. Think about shot composition
      - i. Review “rules” like the rule of thirds (see Lesson #2)
      - ii. A testimony is usually an emotional, personal story, so bring the camera close to the subject. We want to see the expressions on their face.
    - b. Think about audio.
  10. Getting good **audio** without an external mic
    - a. If you’re shooting with your phone, you may not have an external microphone to capture the audio.
    - b. The #1 Rule for getting good audio is that your microphone needs to be close to the source of the audio.
      - i. For an interview, the source is the person being interviewed
      - ii. If you are using just a simple mobile phone, the microphone is in the camera
      - iii. Therefore, get the camera close to the subject
        1. Arm’s length at most.
        2. Quiet outdoor locations will sound better
    - c. For in-depth lessons on audio production, be sure to check DIY Lessons #10 & 11
  11. Now you’re almost ready to shoot.
  12. Check your camera settings
    - a. White balance for light source
    - b. Exposure set for proper skin tone
    - c. Focus on eyes
    - d. “Lock” all of this
  13. Prep the ‘talent’ - interview subject
    - a. Encourage them to tell a brief story rather than their whole life story.
      - i. [ref resources about gathering good personal stories?]
    - b. Encourage them, make eye contact, and don’t emphasize the camera

- c. Don't be afraid to ask them to tell it more than once, if needed
14. Let's shoot it
- a. Each group should record at least one brief story. They may do more if they'd like
15. Teams can do a quick review of the footage they've recorded to see what they think and assess any problems or questions they encountered.

## ***FOLLOW-UP REVIEW/ASSESSMENT***

1. Debrief Lesson and Interview Activity
2. Gather groups back together after filming a brief story
3. If you have the technology to project/present some footage from their phones, take the time to play at least a few interviews
  - a. If you have a small group, you may be able to just gather around a phone while a team plays back their raw interview footage.
4. Review and discuss the interview footage
  - a. What works well in the interview?
  - b. How does the picture look?
  - c. How does the audio sound?
  - d. What might we be able to improve if we had a chance to shoot the interview again?
5. Open discussion to answer questions raised by the class content or interview activity.
  - a. Refer to Power Links content as an additional resource