

Mobile Video – In and Out of the Classroom

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1. Why Video?
 - ▶ We are undergoing a video revolution
 - ▶ Kids are almost as likely to produce television programs as to watch them
 - ▶ YouTube is the new network for kids
 - ▶ capitalize on YouTube interest
 - ▶ cameras available and easy to use
 - ▶ storytelling
2. Why mobile?
 - ▶ Need to have a camera handy
 - ▶ Need to be easy to use
 - ▶ Needs to be easy to import to computer
 - ▶ Need for HD?
3. Challenges
 - ▶ Easier than ever to produce bad, trivial television
 - ▶ Black hole of time
 - ▶ Don't mistake activity for achievement
 - ▶ Don't compare to network TV
 - ▶ Appropriateness
4. Two video trends – big screens and little screens
 - ▶ HD, DVD's, Blu-Ray
 - ▶ Online videos
5. Camera options: The Flip
 - ▶ Much loved
 - ▶ No longer made
 - ▶ Better options now
6. Camera options: The Sony Bloggie
 - ▶ Several models
 - ▶ 3D, Touch, Duo, HD
 - ▶ \$200-\$100
 - ▶ Built in storage
 - ▶ Up to 4 hours

7. Camera options: Cell phone cameras
 - ▶ iPhone (student use?)
 - ▶ iPod Touch
 - ▶ Feature phones
 - ▶ Tablets?
 - ▶ Poor lenses

8. Camera options: Digital still cameras – Canon EOS
 - ▶ Canon EOS
 - ▶ HD
 - ▶ Depth of field
 - ▶ Importing issues

9. Camera options: “real” video cameras
 - ▶ Zoom lenses
 - ▶ Removable media
 - ▶ Better audio
 - ▶ Importing issues

10. Strengths and weaknesses of the cameras and the software
 - ▶ Resolution
 - ▶ Ruggedness
 - ▶ Import ease
 - ▶ Flexible editing and sharing software
 - ▶ Light
 - ▶ Sound
 - ▶ Zoom
 - ▶ Length of video/capacity/storage

11. Sample video clips shown
 - ▶ Flip video
 - ▶ Hi-res Bloggie
 - ▶ Online quality Bloggie
 - ▶ iPhone video
 - ▶ Canon EOS video
 - ▶ Point and shoot sample
 - ▶ Real camcorder video

12. Finding reviews/recommendations
 - ▶ CNET guide to camcorders:
<http://reviews.cnet.com/camcorder-buying-guide/>
 - ▶ CNET camera reviews:
<http://reviews.cnet.com/camcorders/?tag=revCatWrap>

13. Mobile video production tips

- ▶ Keep it short
- ▶ Minimize motion and zooming
- ▶ Lots of light
- ▶ Think about sound

14. Before you start:

- ▶ Show examples
- ▶ Short operation and shooting lesson
- ▶ Discuss appropriateness
- ▶ Assign projects
- ▶ Discuss logistics – permissions, privacy, legality
- ▶ Production schedule
- ▶ Importance of scripting and planning

15. Planning the production:

- ▶ group projects
- ▶ researching
- ▶ scripting
- ▶ storyboarding

16. Or... “Video Sketches” - from Michael Rubin’s – The Little Digital Video Book

- ▶ Shoot unstaged footage - less than 15 minutes
- ▶ Get a variety of shots, no script
- ▶ Import all footage
- ▶ Within an hour, rough edit down to 3 minutes
- ▶ One more hour - add music, refine and tighten edits, effects and transitions
- ▶ Use only cuts, dissolves and fades
- ▶ Output digital file
- ▶ Share and get comments
- ▶ Edit again
- ▶ Delete original footage from camera, save project files

17. Group projects

- ▶ Pairs or trios
- ▶ Take turns- acting, shooting, researching, editing
- ▶ Write up critique

18. Shooting tips–

- ▶ Holding the camera & tripods
- ▶ lighting
- ▶ sound
- ▶ rehearsal

19. Shooting tips- PowerPoint slide show

- ▶ Two takes and different shots
- ▶ Different angles, reaction shots

- ▶ Start and finish on static shot
- ▶ Come in close
- ▶ Camera in motion and P.O.V. shots
- ▶ Avoid shooting into the sun

20. Holding the camera and camera movement

- ▶ Don't shoot vertical
- ▶ Pinkies up, arms in, bend your knees
- ▶ Sl-o-o-o-w movements, swish pan
- ▶ Don't overuse zoom

21. Using a tripod

- ▶ Even a cheap tripod
- ▶ Lock it down
- ▶ Last thing set up, first thing taken down

22. Basic Shots –

Shot examples-

www.mediacollege.com/video/shots/

Camera move examples-

zimmer.csufresno.edu/~candace/basics/shooting2.htm

- ▶ CU
- ▶ MS
- ▶ LS or establishing shot
- ▶ M2S
- ▶ Over the shoulder
- ▶ Reaction shot and cutaway

23. Lighting-

Web link -

www.mediacollege.com/lighting/

Examples-

zimmer.csufresno.edu/~candace/

- ▶ The more, the better
- ▶ Avoid backlit scenes
- ▶ Go outside
- ▶ Built in light?

24. Working with sound

- ▶ Proximity
- ▶ External mike?
- ▶ Ambient noise
- ▶ Change location?
- ▶ Voice over later

25. Rehearsing

- ▶ The reading
- ▶ The walk through
- ▶ Dress rehearsal
- ▶ Location scouting, sample footage
- ▶ Allow for makeup shooting?

26. Shooting for editing

- ▶ Walk through first
- ▶ 2 or 3 takes
- ▶ Slate or shot log?
- ▶ Different angles
- ▶ Cutaways and reaction shots

27. Preparing for editing

- ▶ Reviewing footage
- ▶ The rough edit
- ▶ Fine tuning
- ▶ Leave good enough alone

28. Editing tips–

- ▶ Voiceovers
- ▶ Add titles
- ▶ Add special effects (app = Video Effects #1- 99cents)
- ▶ Add music and sound effects

29. Adding elements

- ▶ Clip art/ stock images
- ▶ Scanning pictures
- ▶ Video from the web?
- ▶ Video from DVDs?

30. Graphics

- ▶ Charts, maps
- ▶ Titles
- ▶ Animation?

31. Fixing it in “post”

- ▶ Exposure
- ▶ Slow motion, fast motion
- ▶ SFX, filters
- ▶ Split screen
- ▶ Transitions
- ▶ Audio enhancements

32. Sharing videos in class

- ▶ Preview all videos
- ▶ Make a DVD?
- ▶ Make a web site?
- ▶ Online video sites?

33. Sharing videos online and via social media–

- ▶ Formatting files

- ▶ Web sites, v-blogs
- ▶ Facebook
- ▶ YouTube
- ▶ SchoolTube
- ▶ TeacherTube
- ▶ Vimeo

34. Integrating video production into the curriculum

- ▶ Start with subject matter assignment
- ▶ Writing assignment – scripted
- ▶ Researching
- ▶ Planning and organizational skills
- ▶ Group skills, interpersonal relations
- ▶ Art, drama and music skills
- ▶ Presentation skills

35. Project ideas and examples

- ▶ Ten curricular projects explained
- ▶ My book

36. Project 1 – Final Paper/ Research Paper Presentation

37. Project 2 – Living History Interview

38. Project 3 – Make a Commercial

39. Project 4 – “D.I.Y.” Videos or “Every Picture Tells a Story”

40. Project 5 – Vocabulary Builders

41. Project 6 – Time-Lapse Videos

42. Project 7 – Environmental Issues Report

43. Project 8 – Video Field Trip

44. Project 9 – Family History Video Essay

45. Project 10 – Geometry Around Us

46. Assessing videos, aligning to standards

- ▶ Graded?
- ▶ Rubrics
- ▶ NETS
- ▶ Subject standards
- ▶ Favor content over technique

47. Questions & comments