

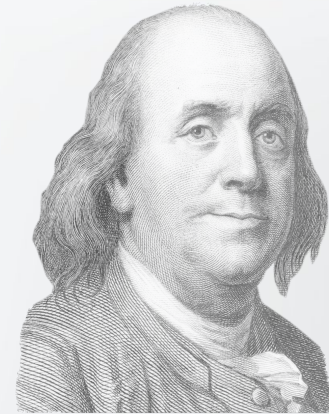
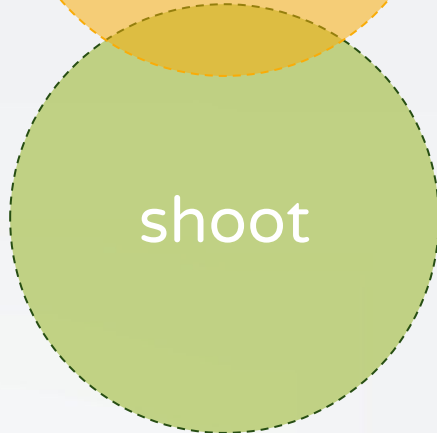
Make the Starting Lineup



How to Jump from the Sidelines
to the Field with Your Video

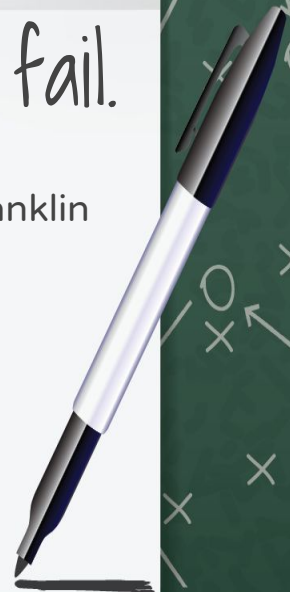


#TAMIO2016



By failing to prepare,
you are preparing to fail.

~ Benjamin Franklin



#TAMIO2016





YOU NEED a PLAN



Start Brainstorming

- purpose - are you telling a story? promoting an event? encouraging water conservation?
- develop your visuals - what shots will you need? will you need talent?
- think about your audio - will you use voiceover? is it an interview? natural sound? music... what kind of music?



Develop a Script

- audio first - write your voiceover - pick your music style - create interview questions
- match visuals and audio
- include graphics - intro, titles, logos, lower thirds, etc.

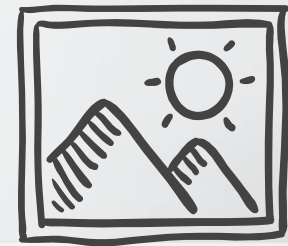


2. You must PREPARE



Good Video

- ▣ light is your friend
- ▣ frame and compose your shots - rule of thirds
- ▣ use a tripod (or some stabilization device)
- ▣ hold your shots
- ▣ pan and zoom
- ▣ the more the better

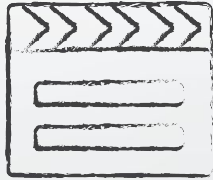


Good Audio

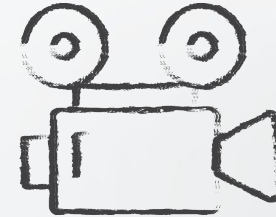
- ▣ don't rely on your device's audio
- ▣ create a quiet zone
- ▣ record natural sounds
- ▣ use headphones



3.



SHOOT



LIGHT is your FRIEND :-) Back lighting is not...

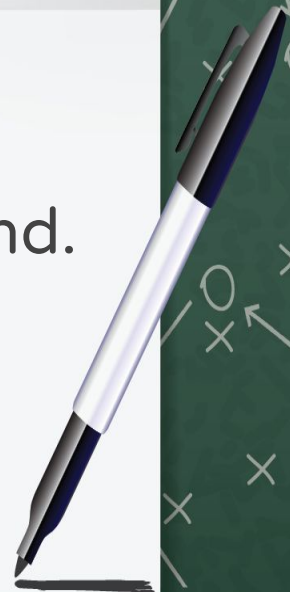
Life happens horizontally!

Make sure the record button is ON :-)

Wear your headphones, they are also your friend.

Be aware of the background.

You can NEVER have too much footage!



#TAMIO2016

Editing - it isn't that scary!



Software

Adobe Creative Suite ---
Adobe Premiere

Final Cut Pro

Sony Vegas

Mobile/Tablet Apps

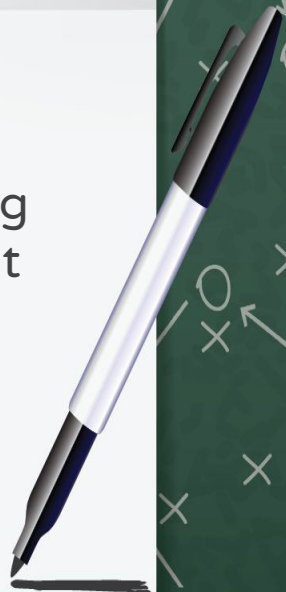


Learn

Lynda.com - Need I say more?

Search YouTube regarding editing tips based on what you are looking to do.

Consider taking a course.



#TAMIO2016



Helpful Resources



Digital Juice

Variety of GFX templates for Motion, After Effects, Photoshop and more plus music, sound effects, animated background, etc.

MotionFX

Opening, ending and lower third templates for Apple Motion, mObject or After Effects plus Plugins and free stuff too.

Voice Overs

Find a variety of sites like Voice Bunny or Speedy Spots offering one day turn around or less on professional voice overs.

B&H Photo

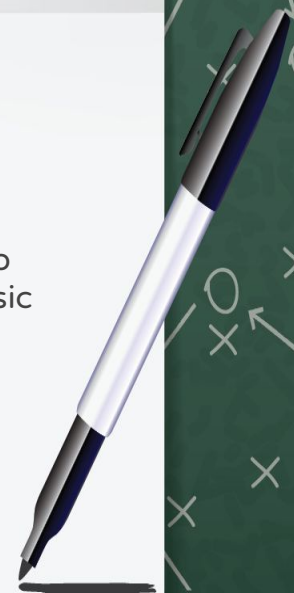
One-stop-video-shop... lights, tripods, cameras, mobile tools, etc. They offer government rates with quick turn around.

Motion-Master-Templates

Great to look around and find some free stuff to play around with. "Easy way to be complicated" B. Ligon

Music Libraries

You can use PEG funds to purchase a variety of music libraries for full licenses. Why risk violating copyright?



A person's hand is visible on the right side of the frame, holding a smartphone horizontally. The phone's screen shows a bright, out-of-focus light source, likely a stage light or a fire, with some text visible on the screen. The background is a blurred night scene with warm, golden light and other people's heads visible in the foreground, suggesting a concert or festival. A white speech bubble with a dashed black outline is positioned on the left side of the image, containing the text "Going Mobile" in a black, handwritten-style font.

Going
Mobile

It is all about the accessories...



Tripod

Joby clip

Blue Mikey microphone

Lenses (wide angle & fisheye)

Headphones :-)





THERE'S AN APP FOR THAT

- YouTube Capture
- Adobe Premiere Clip
- iMovie
- MoviePro
- Pinnacle Pro
- Google Drive



#TAMIO2016

Who is ready to play? Cool Toys!

There's all kinds of cool toys that can make you a "Mojo"! But do they really work?

Brian gave himself a Mojo Challenge. See what you think.



#TAMIO2016

Meet the Osmo

DJI Osmo

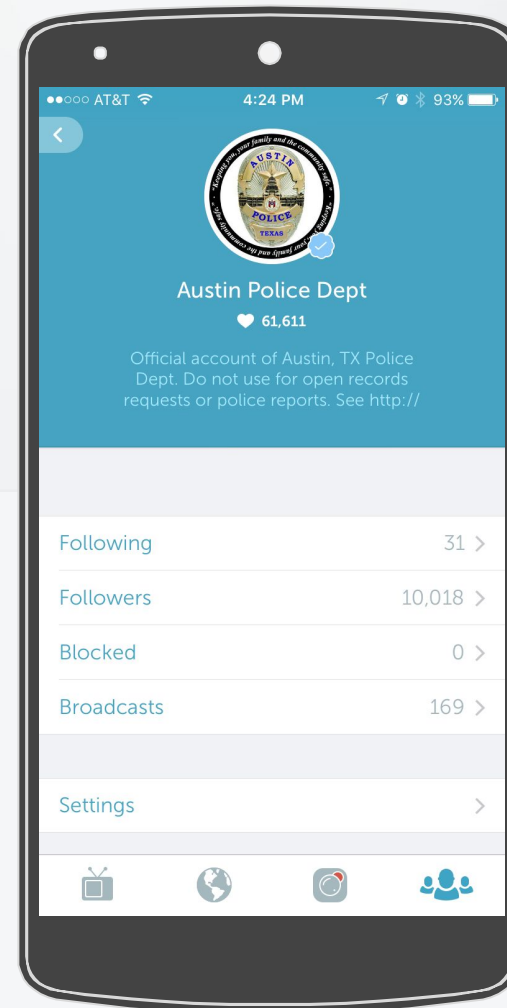
- 3-Axis Stabilization
- Up to 4K Resolution
- Smartphone Remote/Monitor
- Auto Panoramas
- Timelapse Video
- Tripod-Free Long Exposure
- Selfie Mode
- Mic Port

Check this out!



Periscope

- Live streaming app owned by Twitter, launched in March 2015
- Enables you to go live via your cell phone
- APD started using Periscope in June 2015 to stream press conferences
- Benefits
 - Gets message out instantly
 - Entire message, not just soundbites
 - Way to share w/ media who can't attend



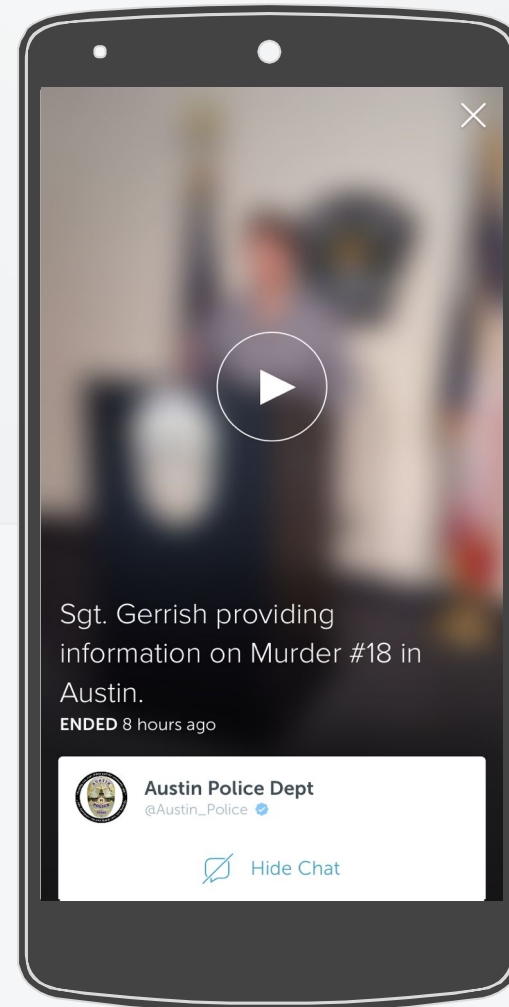
#TAMIO2016

How APD uses Periscope

- Planned press conferences
- Media briefings on scene at incidents
- Recruiting tool

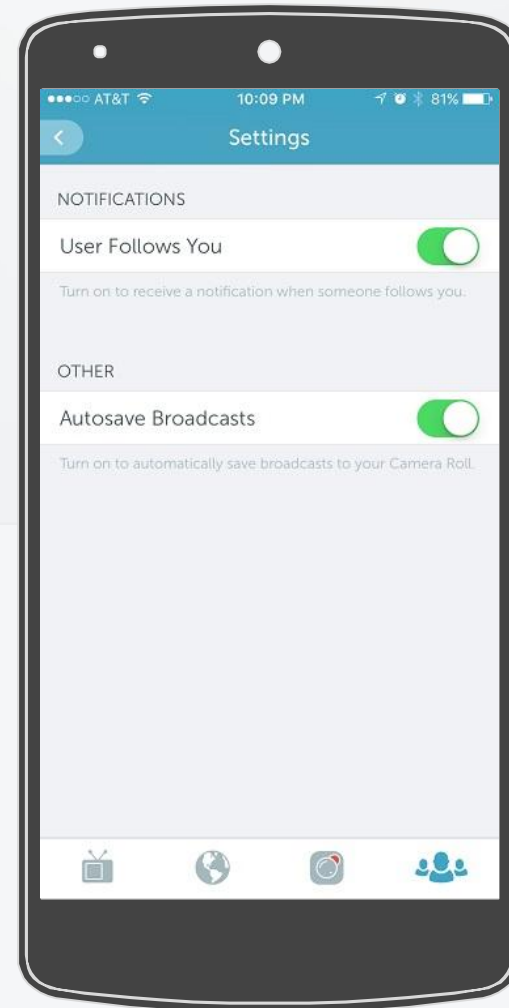
Keep in mind

- Periscope only keeps video up for 24 hours
- Shoot vertically, not horizontally
- You are LIVE instantly!



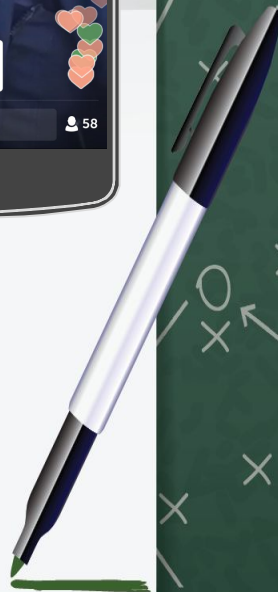
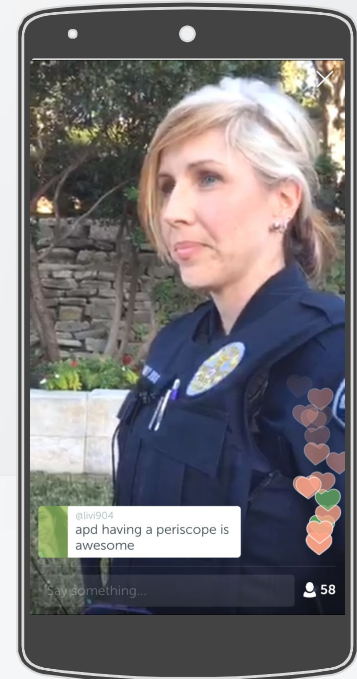
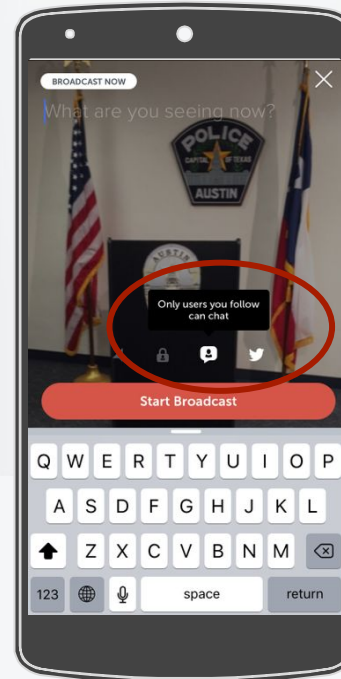
Periscope tips & tricks

- Tease on Twitter prior to broadcast
- Use a tripod & Joby clip
- Ask media partner to assist if only one on scene
- Autosave your broadcasts, upload to YouTube
- Think about lighting, background, location
- Consider using external mic, not just internal phone mic
- Copy title you've typed in case phone shuts off before you begin



Periscope: Comments, sharing & hearts

- Users are worldwide (public or private)
- Two commenting options:
 - Allow everyone to chat
 - Only users you follow can chat
- Share to your twitter account
- Viewers can show love by tapping on the stream & giving you hearts





Facebook Live

- have a game plan
- build buzz
- a good description is imperative
- strong connection
- lighting is everything
- don't be shaky
- provide context to what is happening
- engage with users
- broadcast for at least 5 minutes
- say good-bye
- get creative & go live often

Keep in mind you will
be shooting a square ratio.



#TAMIO2016

Jeopardy!

ANSWER

The Greek word kinema, meaning the movement and graphein, meaning to record, refer to the filming of a movie.



Jeopardy!

QUESTION

What is Cinematography?



#TAMIO2016



Jeopardy!

ANSWER

The terms Objective, Subjective and Point of View refers to different types of _____ in cinematography.



#TAMIO2016

Jeopardy!

QUESTION

What are Camera Angles?



#TAMIO2016

Jeopardy!

ANSWER

Telling the story as the action moves
from one place to another involves
_____ continuity.



#TAMIO2016

Jeopardy!

QUESTION

What is Space Continuity?



#TAMIO2016

Connect with Us...

Brian Ligon

(512) 671.2807

bligon@roundrocktexas.gov



LeaAnn Dearman

(281) 291.5777

ldearman@seabrooktx.gov



Jennifer Herber

(512) 974.5348

jennifer.herber@austintexas.gov



#TAMIO2016



Thanks!

Any questions?



#TAMIO2016



Credits

Special thanks to all the people who made and released these awesome resources for free:

- ▣ Presentation template by [SlidesCarnival](#)

