



HS Digital Media Production/ Advanced Digital Media Production

Monday, May 11, 2020



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Overall Lesson: Video Journalism

Sub lesson for Monday, May 11: Building blocks of shooting video

Learning Target:

Students will understand the best practices when shooting video.



Opening Activity

- Record 5 videos with your cell phone. They can be videos of anything inside or outside your house, but should not be selfie-type videos. Hold onto them, because we'll come back to them later.



Key Terms

- Journalism: the occupation of reporting, writing, editing, photographing, or broadcasting news
- Broadcast journalism: journalism as practiced in radio and television.
- Video journalism: the techniques, methods, etc., of preparing and broadcasting informational, social, political, and other nonfiction subjects via news and documentary programs.
- Videography: the art or process of making films with a video camera.

(All definitions adapted from dictionary.com)



Video Journalism - Shooting Video

- In writing, the basic building block is the word. The video equivalent of a word is a camera shot.
 - A **shot** starts when you press "Record" and ends when you pause or stop the recording.
- Good visual storytelling is a combination of **technical mechanics, planning for the editing process and capturing the essence of the story**. (Credit: Tim Twyman)



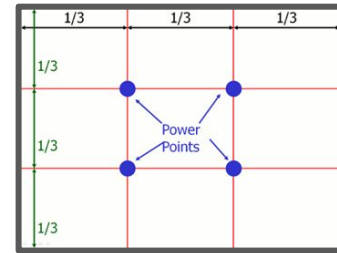
Video Journalism - Shooting Video

- **Technical** - understand your equipment, capture clean audio/good video (use a tripod most of the time)
- **Plan for Editing** - Think about how your shots will be combined together before you take them
 - Record each shot for at least 10 seconds (literally count)
 - Might have to hold longer to capture the action you need
 - Gives you more flexibility in editing
- **Capturing the Essence of the Story** - Capture the moment
 - Don't try to control the action (do not stage shots!)
 - Anticipate what may happen

Video Journalism - Shooting Video Best Practices

Just as in still photography, simple practices can greatly improve the quality of your video

- **Use the Rule of 3rds**
 - Place the most important elements along the vertical or horizontal thirds
- **Get Close to Your Subject**
 - Avoid shots of anything far away
 - Eliminate background distractions
- **Walk Instead of Zoom**
 - Makes video resolution better
- **Use Angles**
 - High up looking down / Down looking up / Left to right / etc
- **Leave space**
 - Draws viewers' eyes more into shot



Video Journalism - Shooting Video Best Practices

- **Don't be a hoser**
 - Hoser = standing in one spot while recording, moving camera from side to side/up and down, zooming in/out, capturing everything in one shot
 - Video equivalent of run-on sentence
 - Get the shot you want, press "Record", hold it for 10 seconds & stop recording
- When using a cell phone, **landscape is best.**
 - Vertical video can be used in specific situations, but, overall, shoot video in the same manner that you would if you were using a video camera (horizontal)





Activity #1

- Return to the 5 videos you recorded earlier, and answer these questions on a piece of paper:
 - 1) How long is each video (in seconds and/or minutes)?
 - 2) Where in the frame is the focal point of each video positioned?
 - 3) How close are you to the subject of each video? Can you clearly make it out?
 - 4) Are the videos shot from a straight-on vantage point, or did you use some kind of different angle?
 - 5) Is the video shot vertically or horizontally?



Activity #2

- Now, either re-record the 5 videos you shot earlier, or record 5 new videos utilizing the best practices discussed on slides 7 and 8.

- Adding the Rule of Thirds grid lines to your phone camera:
 - iPhone:
 1. Launch the Settings app from the Home screen of your iPhone or iPad.
 2. Tap on Photos & Camera. You have to scroll down a bit to find it.
 3. Tap the switch next to Grid to turn it on. It's about halfway down, under the Camera section.
 - Android:
 1. Launch the camera app
 2. Go to “Settings,” scroll down and switch the “grid lines” option to “on.”