



The Loop Head Peninsula
Digital Academy

Zucca Films



WEEK 9

Getting Ready to Shoot

This project receives
financial support from:



What is a Video?

It's a story...

doesn't need to be complicated.

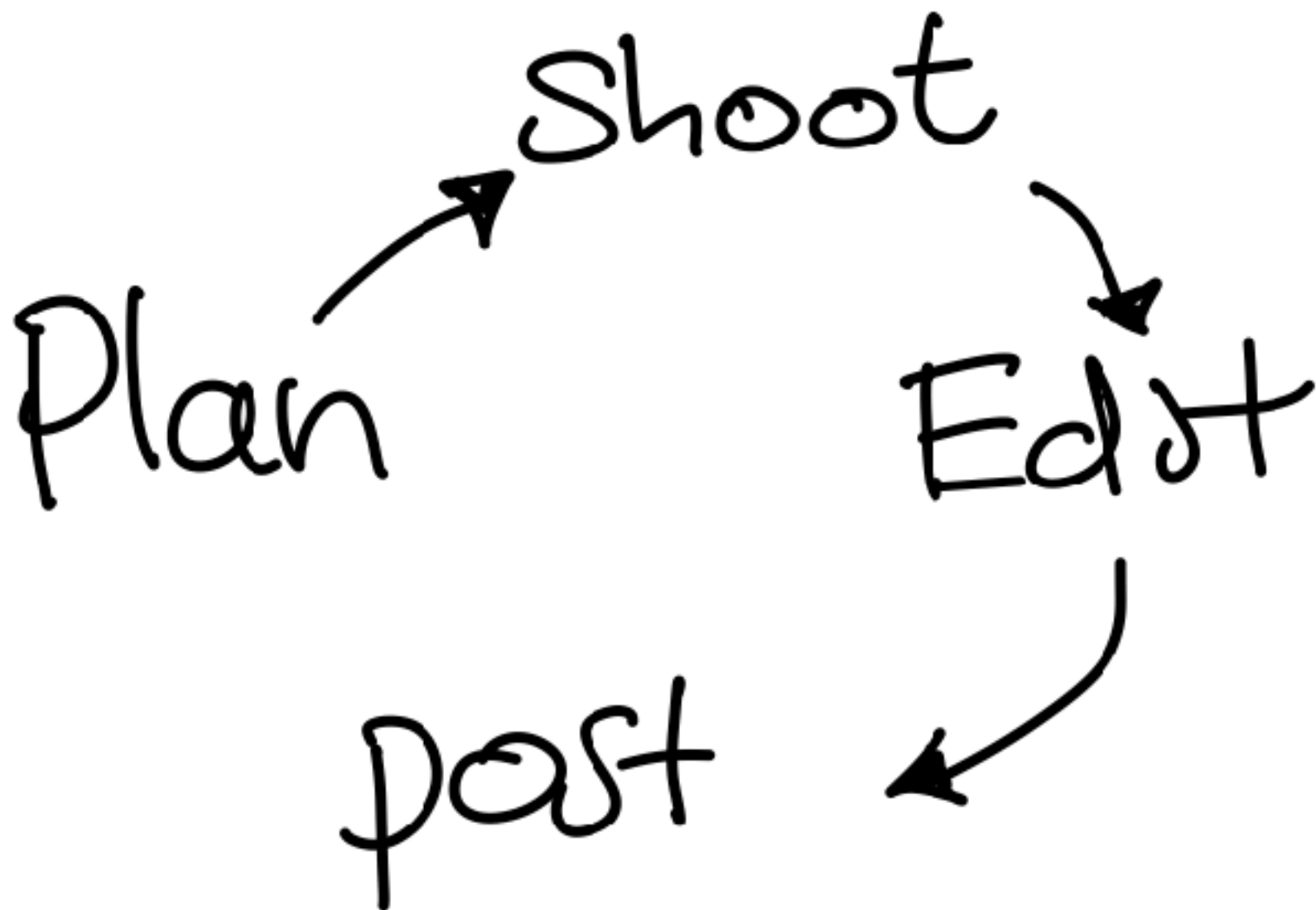
Things our video can have in them

- **Shots** - sometimes of different size
- **Sounds** - either music or words, or both
- **Titles and text** - all our videos should have some kind of title or text - should promote Loop Head directly or indirectly.

Question:

How can our videos,
small and large,
promote Loop Head?

The Production Model



Make a Plan

Why?

- To engage our minds to think out what we're doing before we do it
- Ask the question. How will I start and how will I end.
- By visualising what we are going to do before we start filming, we'll potentially work out problems and come up with better ideas, more creative ways to film.
- Ask the question, is this the best most interesting way to start?
- Simply miming or walking through what you'll do before you do it will make a massive difference.



Video: How to Roast a Chicken

make a plan.

video

Audio

whats do
we see?

whats the
story?

Audio

Start with a Roast
chicken

steps,

- 1 Defrost.
- 2 Heat oven
- 3 Remove packaging
- 4 water 200ml
+
cover
- 5 Roast 1 hr
- 6 Remove cover
- 7 Roast 20 mins
- 8 cover + let sit 20 mins.

Video

~~text how to Roast a chicken~~
How to perfectly Roast a
chicken.

text - Describing each
stage.

fridge
oven

counter top.

Filming - What makes a great Video?

- Images should be clear .
- Don't need to be complicated - can be just one shot.
- Whether it's one shot or many, we should try and change the shot size. This is an amazing tool that can bring the video to life. If it's safe to do so, get close to the things we're filming
- If there's audio it should also be clear - try and not have loud distracting sounds.
- Have fun, experiment. This is art - there are no wrong answers just different ways of doing things.

The one thing that makes a huge difference

Changing the Shot Size: Even when its one shot can we move in and out during the shot.



One Shot Video





Getting more from our shots

- Keep your lens clean
- Film in bright conditions (daylight preferably)
- Is it portrait (TikTok , Instagram) landscape (facebook , general internet)
- If possible walk around what your filming first, look how things look in your phone - can it be improved?
- The app that comes with your phone is fine.
- If your feeling adventurous Apps such as Filmic Pro or Mavis will give you more control of the camera in your phone

Getting more from our sound

- Know where your mic is.
- Get close to the person who is speaking.
- Shield your mic from the wind - use your body or your hand or move somewhere sheltered.
- If you're filming in very difficult conditions, consider recording your sound separately.



Polls



Q&A



Whiteboard Brainstorming



Breakout Room



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THANK YOU!

See you on the next session...

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