

GROUNDWORK

CHANGING PLACES CHANGING LIVES





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NBS SPARK SOMETHING GOOD

MOBILE FILMMAKING



SWITCH TO AIRPLANE MODE

Any calls will mess up
your recordings.

You might also want to turn up
your screen brightness.

And give your camera lens a quick
clean while you're at it.

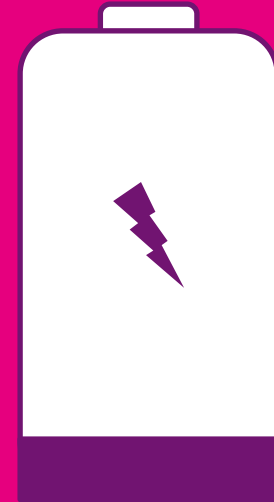


DON'T RUN OUT OF POWER OR SPACE

Filming drains your battery and fills your phone's memory quickly.

Make sure you charge your phone and bring a charger.

Clear off any files you don't need to make space for your footage.



FILM IN LANDSCAPE



Landscape mode allows you to fill the frame with action.



Portrait mode gives less space and you get distracting black bars.

THE RULE OF THIRDS

Try to align your subject on the **points of focus**.

- The eye is naturally drawn to these points.
- Avoid placing your subject in the centre.
- Have your subject looking or moving towards the empty space



KEEP YOU EYELINES RIGHT

Aim to have your interviewee's eyes level with the lens.

- Looking up or down can make the subject look small or the viewer feel small.
- It can be good for dramatic effect though.



SOUND MATTERS

Most viewers click away
from videos with poor
sound in just 10 seconds.



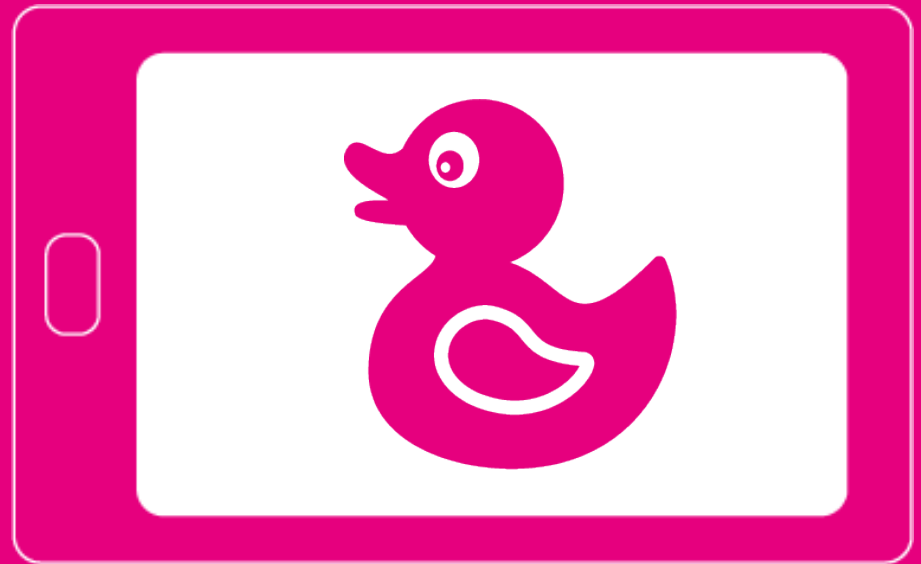
BETTER QUALITY SOUND

Do what you can to improve the sound as it will increase viewer retention.

- If you don't have proper recording equipment your phone's hands free kit can make a good alternative.
- Get close, your phone's mic is designed to be right next to you.
- You can buy a microphone cheaply.

FILM WITH YOUR EDIT IN MIND

Plan your filming so you have a mixture types of shot to create an interesting edit with.



THE FIVE SHOT RULE

1. Hands at work / action
2. Over the shoulder
3. Face shot
4. Wide shot
5. 'Something else'

These can be used in any order and in some cases you might not use them all.



SOMETHING ELSE?

The 'something else' shot is where you can get creative and add that extra something to make your film interesting.

Examples could include:

- High / low angle shots
- Something unusual (e.g. camera inside fridge as door opens or reflection of interview in a puddle)
- Filming some item or action related to the footage

SEVEN SECONDS OF FOOTAGE

For supporting footage aim to get at least seven seconds worth as it gives you more flexibility when you edit.



ACTION SHOTS

Try to make sure you get the subject moving across the whole frame.

Don't stop recording halfway through any action.

GET CLOSE UP

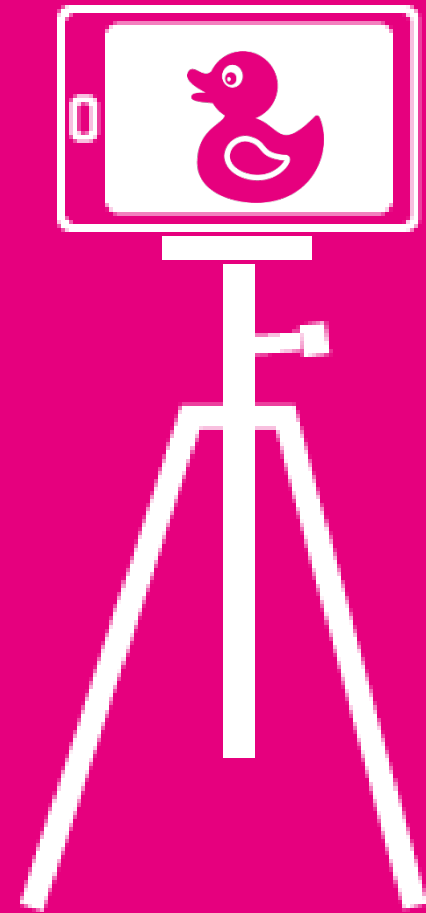
When you are filming close ups – get close.

- Don't use the zoom on your phone as you'll get low quality footage
- Ask before you get in someone's personal space.



KEEPING THINGS STEADY

Shaky footage looks unprofessional and is distracting. It's well worth taking some time to find ways to keep your camera stable.



NO TRIPOD? NO PROBLEM.

A tripod is a great way to keep your camera still but you won't always have one to hand.

- You can buy cheap tripods designed to work with your phone (like the Joby Gorillapod for example)...
- ...but even if you don't, you can still improve the stability of your footage by leaning on walls or surfaces – even a improvised tripod using a water bottle and some blu tack can help.
- When filming without support you can minimise shaking by getting close to the subject, bringing your hands in close to your chest and standing with your legs at least as wide as your shoulders.

Done



EDITING YOUR FILM



4.8s

GENERAL TIPS



Do mix up different shots to make it interesting



Do keep it simple – over the top effects tend to make your film look less professional



Do keep it short – at most about two minutes



Don't use footage, music or images that you don't have the rights to use

EDITING OPTIONS

On your mobile

FOR IPHONE
/ IPAD
iMovie

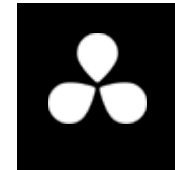


FOR ANDROID
PHONES
/ TABLETS:
Kinemaster



On your computer

Davinci
Resolve
(Free)



Filmora
(Simple,
powerful
and cheap)



www.wondershare.com

KEEPING IT INTERESTING

Instead of just showing an interview, mix up the shots you collected earlier to illustrate what you are talking about and to provide more background information.



BE RUTHLESS

You will probably have lots more footage that you don't need. Cut out anything that you don't need to tell your story and just use the best bits.

Keeping films short and to the point increases the number of people that will watch the whole film.



'L' AND 'J' CUTS

'L' cuts and 'J' cuts are a common way to make a film more interesting and show context.



Clip 1



Clip 2

Audio from Clip 2

This example is a 'J' cut. The audio from clip 2 starts playing while the footage from clip 1 is showing.

An 'L' cut is the same concept but in reverse.

SOUND MATTERS 2

Just as with filming, think about the sound in your edit too. If you want music or sound from other clips to play at the same time as dialogue, make sure that the levels work so you can hear the person speaking.



BREAK THE RULES (SOMETIMES)

All these tips work most of the time - but remember that they are just a guide.

Perhaps you want to film looking up at your subject for dramatic effect. Or maybe you want the footage to be shaky as a joke or to illustrate a point.

Sometimes breaking the rules is the right thing for the story you want to tell.



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AND FINALLY...
HAVE FUN!