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Video Production with a Smartphone

Added value through video

Is video suited for my message/goals?

- What added value do I create for the user if I tell my story as a video and not as text, a picture gallery or infographic?
- Negative example: Yoga Tutorial
- Creating added value through video: Think about what is worth showing in moving images? Think about:
    - **M** otion
    - **A** udio
    - **K** ey Visuals
    - **E** motion

Research & planning

- Which interview partners/protagonists are there? Can/want they be in front of the camera?
    - Interviews are usually worthwhile
        - strong opinions
        - expert knowledge
        - emotion/experience
- Which locations are available? Are they visually attractive? How can my setting help add value to the viewer?
- How can I translate facts into images? How can I add value if what it's about can't just be filmed?

- How can I make the introduction of the video as attractive as possible?
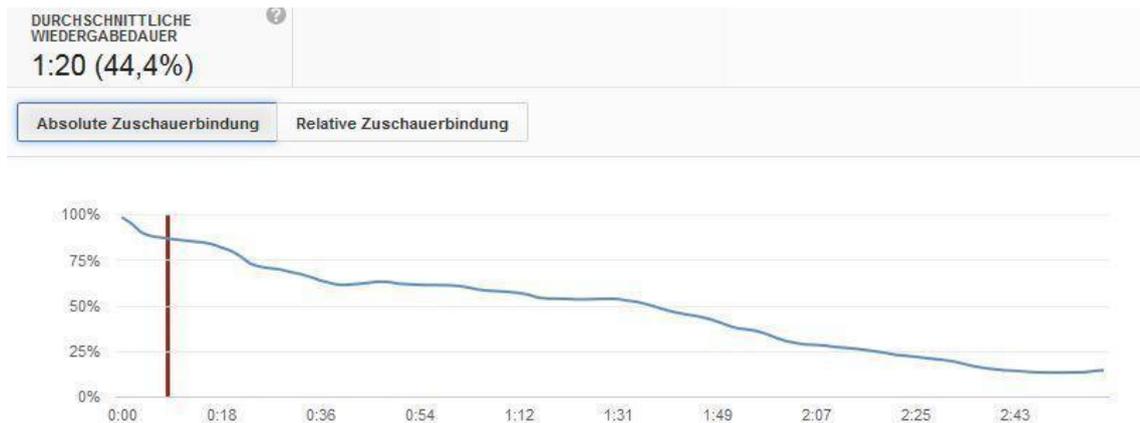
- o Don't take too much time with the introduction. The viewer must be captivated from the first second.
  o Start by arousing curiosity about what's to come.
  o Or: Start directly with the strongest scene. Ideally the one that caused the user to click on your video in the first place.
  o Tension can also be created at the audio level. Of course, this only works on platforms where the videos start directly with sound.
  o You don't have to tell every event in chronological order. Start with the most exciting and then jump back in time if necessary.
  o Be careful with too much branding or text panels at the beginning. The user has just decided to watch a video. If she is then presented with text, it is rather disappointing.
- There is no perfect video length
  o Your video content should be as long as you can manage to inform and/or entertain your users.
  o It doesn't always have to be super short and snackable. Straight up YouTube (8-14 minutes) and Facebook (over three minutes), successful videos are longer on average than they were a few years ago.
  o Max length for Instagram Reels is 90 seconds.

Video Production with a Smartphone

Helpful questions for video storytelling

Is the topic a video topic? Do I create added value compared to other media types?

Which (moving) images and sounds come to mind with my story?

Can I summarize my video in a headline?

Which protagonists are there? Which locations?

How do I design the beginning and end of the video?

Video Production with a Smartphone

5-Shot-Rule

1. Shot	WHAT?	What is happening now? What action do you want to report on? The image should arouse interest. Example: closeup of hands
2. Shot	WHO?	Who executes the action? Who is the person you are talking about? Example: closeup of face
3. Shot	WHERE?	Where is the action taking place? Where are we? Example: Total or medium total of the person in their environment
4. Shot	HOW?	Connects the what, who and where. Underlines how action, actor and environment belong together. Example: Overshoulder
5. Shot	WOW!	Eyecandy, beautiful picture, unusual setting. Example: reflection, extreme top or bottom view

Video Production with a Smartphone

Shooting video with a smartphone

Before the shoot

a. Battery charged? External battery packed?
b. Is there enough storage space? 1 min video (1080p) ≙ 170 MB
c. Airplane mode turned on?
d. Do I need external light? External mics?
e. Do I have headphones with me?
f. What format and what resolution do I shoot in? For which platform? Good place to start: 1080p at 30 frames/second

During the shoot

a. Stability from your own body (elbows tucked in or out) and from tables, walls, and other objects
b. Film each shot separately
c. Vary shot sizes widely, skipping at least one shot size. (Tip: closer is usually more exciting)
d. Record each shot for about 10 seconds, in any case always longer than you believe you need to
e. Do not zoom (this will only make the image grainier), rather move the camera towards the object
f. Pan only when motivated by the plot. Better: The object moves, not the camera
g. Persons, objects, hands etc. may sometimes leave the picture or come into the picture. Then you'll find it easier to cut.
h. Always check important audio (e.g. interviews) while shooting!

Video Production with a Smartphone

Video Editing with a Smartphone

KineMaster (free basic version with watermark for iOS & Android, full version for around €14.00/month or €82.00/year)

1. A short warning at the beginning: If you delete video clips from your mobile phone, they will also disappear from your editing projects. You can then no longer work with it.
2. New editing projects start in the "Create" tab (bottom of the screen), then "New Project".
   Choose the aspect ratio you want the final video to have. This is often the format in which the film was shot (16:9 for landscape, 9:16 for portrait or others).
3. Add new videos to the timeline using the "Media" button (right circle, upper symbol). If you long-tap a clip in this selection window, you can preview it and then either use the plus icon to move it to the timeline or mark it with an asterisk.
4. The timeline can be zoomed in and out with two fingers. This has no influence on the length of your film, but is only for getting an overview.
5. Moving clips after long press on clip in timeline. No other clip may be selected beforehand and have a yellow frame.
6. Delete clips from the timeline with the trash can icon on the left (not to be confused with the trash can icon at the top right next to the watermark). The clips are still available on the smartphone even after being deleted from the timeline.
7. Crop ("trim") clips by tapping on the clip in the timeline. The clip then gets a yellow frame. The start and end points can then be moved.
8. Cut clips in two parts by clicking on the clip (gets a yellow frame), then on the top right on the scissors, then "Split".
9. You can add dissolves and other transition effects by tapping on the small square between two clips in the timeline. On the right side of the screen you can then select the transition effect and set its length on the left.

10. Change the volume of a clip with a click (gets a yellow frame), then on the loudspeaker symbol at the top right. There you can adjust the volume for this one clip. You can switch off the sound completely by tapping on the loudspeaker symbol.

11. Special feature: With KineMaster, three or more video tracks can be laid one below the other and edited
Danger! Not entirely intuitive: the track below is superimposed on the one above it in the image. The sound can always be heard from both tracks at the same time.

12. New tracks via the button "Layer" -> "Media". The image is then in the track below, but overlays the main track in the video. By default, the image does not fill the entire frame at first, it is almost a picture-in-picture. However, it can be expanded to full screen size at the corner.
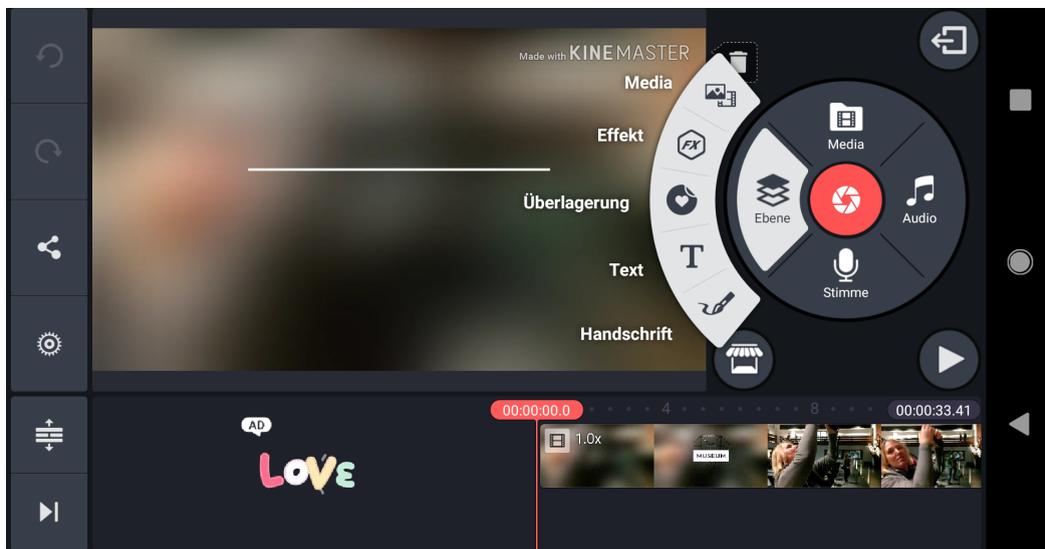
13. Text overlays via the "Layer -> Text" button. Then the text can be entered. The text overlay later reappears as an independent clip in the timeline. This can be moved and shortened just like the other video clips in the timeline. Attributes such as font and color can be changed using the options on the right. You can change the text again by tapping on the keyboard symbol.

14. The main video track must never be empty. This can lead to conflicts if, for example, you only want to display a text without a video underneath. There is a little trick for this: You can use the Media -> Photo Assets button (on iPhones you have to tap on "Photos" after "Media" on the left side) you can build a black background in the main track. The text is then displayed on top of that.

15. Time-lapse or slow-motion by tapping on the clip (yellow frame) and then on "Speed" in the menu on the right. Then the speed of the clip can be changed with a slider. If you do this too extremely, playback on your phone will stutter. But this is only the case in KineMaster. In the exported video later everything will be fine again.

16. Crop image sections using the "Pan & Zoom" function. Then tap the equal sign (start position and end position are connected) and edit the image section directly in the video with your fingers. Caution: If you zoom too much, the image quality suffers.

17. Movement, for example, in photos using the "Pan & Zoom" function. The movement is not set directly, but two states are defined: what does the image look like at the beginning (start position) and what does the image look like at the end (end position). The movement then takes place automatically. The speed of the movement depends on the length of the clip.

18. The sound can be faded in and out within a clip. This works via the "Volume Envelope" function, with which you can then define several points between which the music then becomes quieter or louder.

19. Narrator text can be recorded directly in the app using the "Record" function. Advantage: You can see the video image while dubbing and adjust your timing.

20. You can add video clips later to the lower track like this:
Tap the clip you want to move down (yellow frame), then tap the three dots icon in the upper left corner of the screen. Then select "Duplicate as Layer".
The clip is then duplicated, once in the upper track and once in the lower one. The lower clip can then be moved to the desired position, and the upper clip can simply be deleted.

21. To edit the image and sound of a clip separately, tap on the clip (yellow frame) and then select "Extract Audio" from the menu at the bottom right. The audio track is now separated from the video track and you can edit both parts independently.

22. You can add music and sounds via the "Audio" menu item on the right in the circle. The KineMaster Resource Store (store icon) has royalty free music and sounds from KineMaster (some free, some paid). But you can also upload your own music that you have on your cell phone. Of course, you then have to take care of publishing rights before you publish.

23. You can easily undo the last steps with the symbol at the top left (circular arrow).

24. KineMaster automatically saves every work step. You don't have to save manually. When you exit the app, your editing project will be waiting for you in the last state you left it.

25. When you are finished with editing, the video still has to be exported (square icon with an arrow coming out of it in the upper right corner). Export setting from KineMaster: A good standard is 1080p with 30 frames/second and 8 MBit data rate. This may vary depending on the platform it is published on. After tapping on "Export", a KineMaster wants to sell the premium version again. You can easily skip this ad.

26. More tutorials for kinemasters at http://michaelnetsch.de/kinemaster

Video Production with a Smartphone

Video editing with the smartphone

Basic Rules

1. You can't break anything. Anything cropped or deleted in the editing app is still available on your phone.
2. Be careful with too many crossfades between shots or other transition effects. These usually only make sense if you want to say something with them, for example a change of location or a flashback. Soft fades also work well to soften the transition between a static photo and a moving video. Otherwise, simple, hard cuts are the best way to tell your story.
3. It takes the viewer at least two seconds to grasp what is in your image. Show shots long enough. If there is text to read, it is better to add a few seconds so that everyone who reads it can follow along.
4. Export settings from editing apps: A good standard is 1080p with 30 frames/second and 8 MBit bitrate. This may vary depending on the platform it is published on.

Video Production with a Smartphone

Recommendations for additional equipment for filming with a smartphone

Useful camera apps

- Filmic Pro (iOS & Android)
- Cinema FV-5 (Android, free trial version, full version around 2 euros)
- Open Camera (Android, free)

For more image stability

- Tripod Mount https://www.amazon.de/gp/product/B00FAMPWTM compatible with any tripod
- Table tripod e.g. from Manfrotto https://www.amazon.de/Manfrotto-MTPIXI-B-Tischstativ-Compact-Standard/dp/B00D76RNLS/ or for vertical video https://www.amazon.de/Manfrotto-MTPIXIEVO-BK-Mini-Stativ-Segment-schwarz/dp/B0152X16XO
- Selfie Stick
- Gimbal z.B von Zhiyun www.zhiyun-tech.com or DJI https://www.dji.com/de/products/osmo

For better sound

- iRig lapel mic https://www.ikmultimedia.com/products/index.php?R=INIT&FV=related-products-irig-mic-lav&CV=Other%20Filter&PSEL=irigmiclav
- Rode wireless lapel mic https://de.rode.com/wirelessgo
- Microphone adapter from iRig https://www.ikmultimedia.com/products/irigpre/?pkey=irig-pre You can use it to plug any microphone into your smartphone.
- Adapter Apple Lightning to small jack https://www.amazon.de/Apple-Lightning-auf-5%E2%80%91mm-Kopfh%C3%B6reranschluss-Adapter/dp/B01LWAUW1P
- Warning: Not every smartphone and camera app recognizes the external microphone. With apps like Filmic Pro or OpenCamera you can tell the app directly which microphone to use.