“Are you ready for your close up?

Telling Compelling Stories of Jesus through Video
Equipment

- Camera (Smartphone, DSLR, Video Camera)
- Tripod
- Tripod Adapter
- “Pistol Grip”
- Light Source & Reflector
- Smartphone Video App
Basics

• Carefully choose the frame of every image - Rule of Thirds
• Consider interesting angles - overhead or low
• Check what is in the background
• Avoid excessive zooming, reframing, unsteady motion — if there is movement, it should have a purpose
• Steadiness - use a tripod or “pistol grip”
• Know your light - avoid backlighting, mixed lighting
Basic 3 Point Lighting Setup

- Back Light
  - Low Intensity
  - Must use Diffusion
  - Top View

- Key Light
  - Brightest
  - 45° angle to camera

- Fill Light
  - Med. Intensity
  - 50-75% of Key Light

Camera
  - Position about eye level

Lighting
Jesus Stories

Finding and Capturing
Finding Stories

• Welcome Video
  • Episcopal Video Network: The Guide
    http://episcopalvideomini.wixsite.com/theguide

• Events or Ministry Stories

• Personal Stories
  • Episcopal Evangelism 101

  • Beloved Community StorySharing
    https://www.episcopalchurch.org/beloved-community-storysharing

  • Sharing Faith Dinners
    http://www.sharingfaithdinners.com/
Capturing Stories - Setting Up the Interview

• Select location - background, space, light, sound

• Use a shallow depth of field with subject

• Do not place subject against a wall

• Use a tripod - Camera should be at eye level

• If using a smartphone, turn horizontally

• Have a plan for sound and light
Capturing Stories - Setting Up the Interview

• Select the chair for interview (no swivel, no creaking, no high back, no sofa slumping)

• Pre-interview
  • Have subject tell their story - Keep asking “Why?”
  • Look for fidgets or unnecessary movement, and advise subject about these
  • Explain need for pauses after mistakes
  • Explain where to look
Capturing B-Roll

• B-roll, or background footage, is used in final edit as cutaways or footage for voiceover

• Capture details and wide shots of events

• B-roll should illustrate the story

• Shots should be a minimum of 10 seconds

• Shots should be steady and movement should have a purpose
Getting Ready to Edit

• Review the Interview - determine cuts

• Shot list of B-roll

• Background Music (original, license free, or licensed)

• Information for titles
Editing

- Software
  - PC - Movie Maker
  - Mac - iMovie
  - Adobe Premiere (or consider Adobe Elements)
  - Final Cut Pro
- Adobe Spark [www.spark.adobe.com](http://www.spark.adobe.com)
Publishing

- Social Media
  - Must have captioning
  - 85% of video on Facebook is watched without sound
- Vimeo or Youtube
Resources for Learning More

- Video Programming from The Episcopal Church
  https://www.episcopalchurch.org/video-programming

- Forma Films (Video tutorials and resources)
  https://www.formafilms.org/

- Sample of a short video shot on an iPhone
  https://vimeo.com/253720170
Smart Phone Apps

• FiLMic Pro (iOS & Android) ($14.99)
  https://www.filmicpro.com/

• ProMovie Recorder (iOS) ($2.99)
  http://promovieapp.com/

In looking for an app, you want to maximize the control that you have over the lens.