September 11 Class

1. **Introductions**

   1.1. Name

   1.2. Describe self in 2-3 sentences

   1.3. Why this class?

   1.4. How will you know class has succeeded for you?

2. **Class Objectives**

   2.1. Optimize power of smartphones to create compelling videos

      2.1.1. Create memories of events and ceremonies

      2.1.2. Sell a product or service

      2.1.3. Attract potential participants for a event such as a class, party, reunion...

      2.1.4. Augment a presentation or class

      2.1.5. Establish a mood

3. **No Limitations:**

   iPhone-only Major Movies

   3.1. Unsane: How Steven Soderbergh manages to thrill
   with just an iPhone

   • Excerpted from The Guardian Wed 21 Mar 2018

      3.1.1. The director's latest film is shot entirely on an iPhone.

      3.1.2. Soderbergh appreciates the crispness of the 4K video quality

      3.1.3. "I think this is the future,"

3.1.4. "Anyone going to see this movie without any idea of the backstory to the production will have no idea this was shot on the phone."

3.2. Tangerine: How one of the best films at Sundance was shot using an iPhone 5S

 - **Excerpted from The Verge, Jan 28, 2015**

3.2.1. The story behind the camera is as surprising as what's in front of it. Particularly because the camera used to shoot Tangerine was the iPhone 5S.

3.2.2. This is the first movie at the Sundance Film Festival to be shot almost entirely on an Apple device.

3.2.3. Its camera zooms through the streets of LA with a fluidity you'd never expect from a handheld device

3.2.4. "It was surprisingly easy, we never lost any footage."

3.2.5. Tangerine Overview

1.33X Anamorphic Lens for iPhone 5/5S

3-Axis Gimbal Stabilizer for iPhone

4. **What the World will be like when we complete this course**

5. **Two simple techniques**

   5.1. **Avoid Vertical Videos**

   5.2. **Use natural light sources**

      5.2.1. **Side-lighting best; front-lighting next best**

6. Establishing objectives for your video and a strategy

6.1. Why am I making this video?

6.2. Who is the audience?

6.3. What effect do I want this video to make on the audience?

6.4. What's the take-away message?

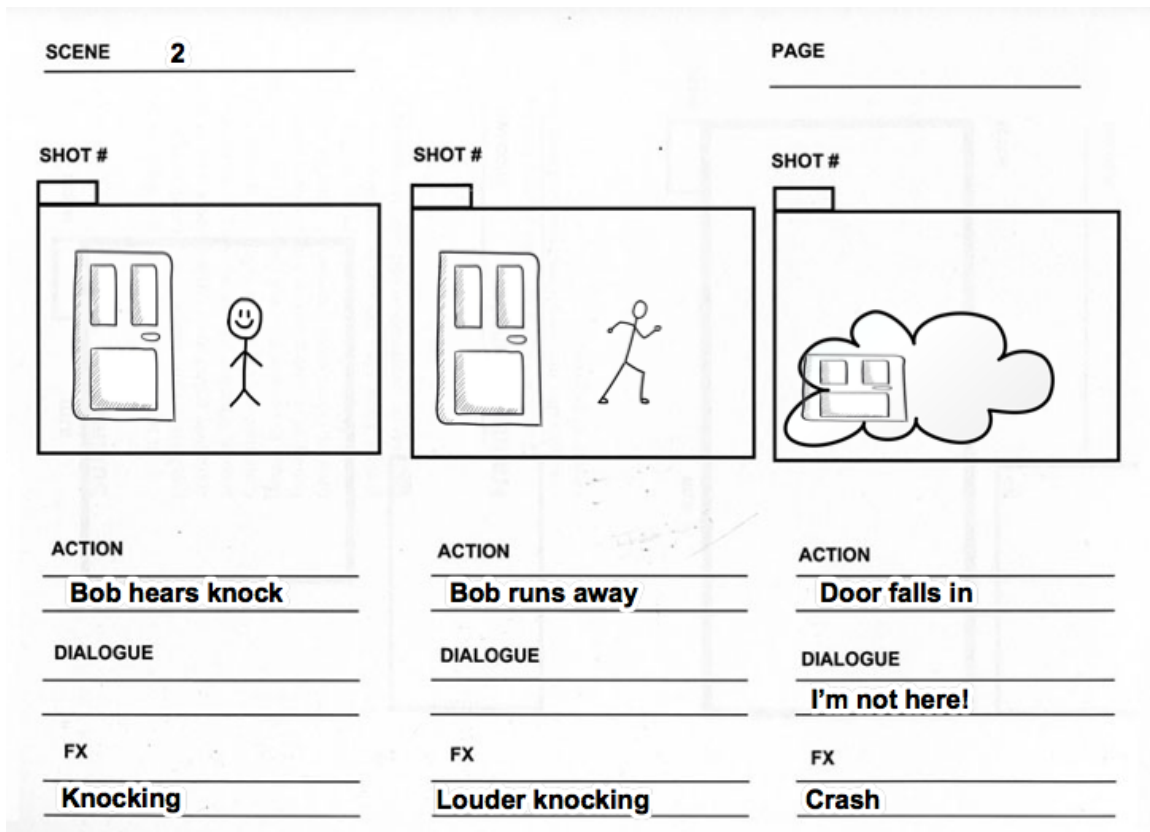**6.5. How will I know I've succeeded with the intent of this video?**

6.6. What do I need to do to succeed at these objectives?

7. Creating a Storyboard

7.1. Storyboard Template

SCENE _____   PAGE _____

SHOT #   SHOT #   SHOT #

ACTION   ACTION   ACTION

DIALOGUE   DIALOGUE   DIALOGUE

FX   FX   FX

7.2. Storyboard Example

SCENE 2		PAGE
SHOT #	**SHOT #**	**SHOT #**
ACTION	**ACTION**	**ACTION**
Bob hears knock	Bob runs away	Door falls in
DIALOGUE	**DIALOGUE**	**DIALOGUE**
		I'm not here!
FX	**FX**	**FX**
Knocking	Louder knocking	Crash

8. Next Week

8.1.

CLASS 2 – PREPARING MATERIALS

September 18

- Locating and tagging source materials (photos, audio, existing video clips, dialogue sources)
- Gathering auxiliary content such as props, costumes, location decisions, sound effects and atmosphere
- Adding details to storyboard

8.2. Homework (!)

8.2.1. Think about video(s) you want to produce in this class.

8.2.2. Start creating a preliminary storyboard

8.2.3. Consider scenes, dialogue, ambient sounds, sound effects