

**ONTARIO PHRAGMITES WORKING GROUP
PRESENTS**

INTRODUCTION TO VIDEO STORYTELLING

HI!

I'm Oren.



WHAT WE WILL COVER

- ▶ Why shoot video?
- ▶ How to make the most of your subject matter. I.e. how to decide what to shoot.
- ▶ Shooting techniques
- ▶ Technology tips



WHY VIDEO?

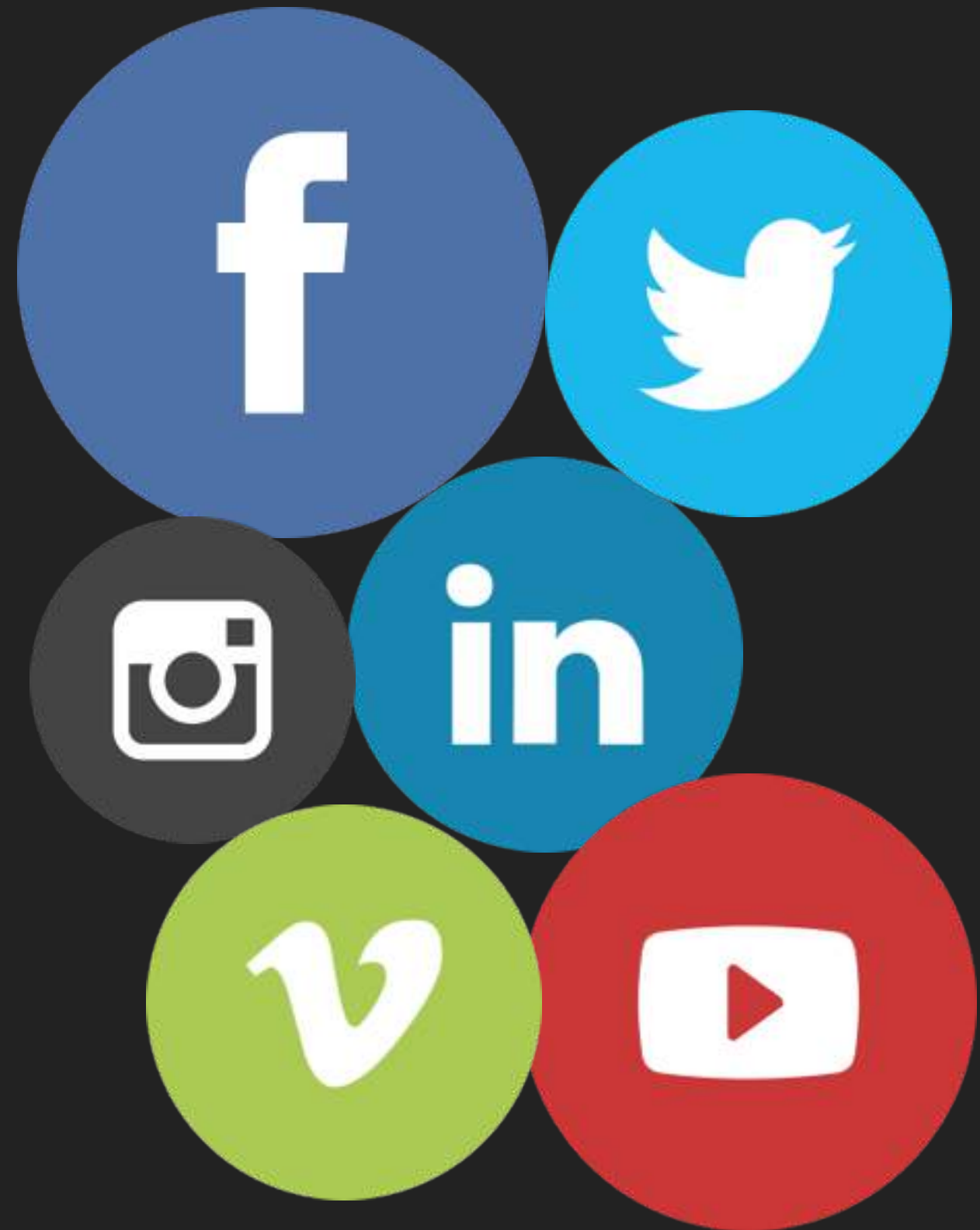
SOME INTERESTING FACTS

- ▶ Mobile video views on Youtube rise 100% per year.
- ▶ 1/3 of all online activity is spent watching video.
- ▶ 46% of users take some sort of action after viewing a video ad.
- ▶ Video posts on Facebook have 135% greater organic reach than photo posts

**VIDEO IS THE MOST IMPACTFUL
WAY TO COMMUNICATE WITH
YOUR AUDIENCE.**

USES FOR VIDEO

- ▶ Facebook, Instagram or Twitter posts to build your online community.





developing a content library
for **media outlets** or **future
projects**

SOME QUESTIONS FOR YOU

- ▶ Who is already shooting stills with their phone or camera?
- ▶ Who is already shooting video?

HOW TO DECIDE WHAT TO SHOOT

ASK YOURSELF:

WHAT'S THE STORY THAT I'M TRYING TO
TELL, AND HOW DO I **SHOW** THAT
VISUALLY?

FOR EXAMPLE: WHAT VISUALLY TELLS THE PHRAGMITES STORY?

- ▶ Scientific field research
- ▶ Images showing how widespread it is
- ▶ Spread through construction sites
- ▶ Eradication programs (burning, spraying, cutting, etc.)



SOMETIMES A SINGLE SHOT WILL DO...

BUT MOST OF THE TIME, YOU NEED TO SHOOT A SEQUENCE





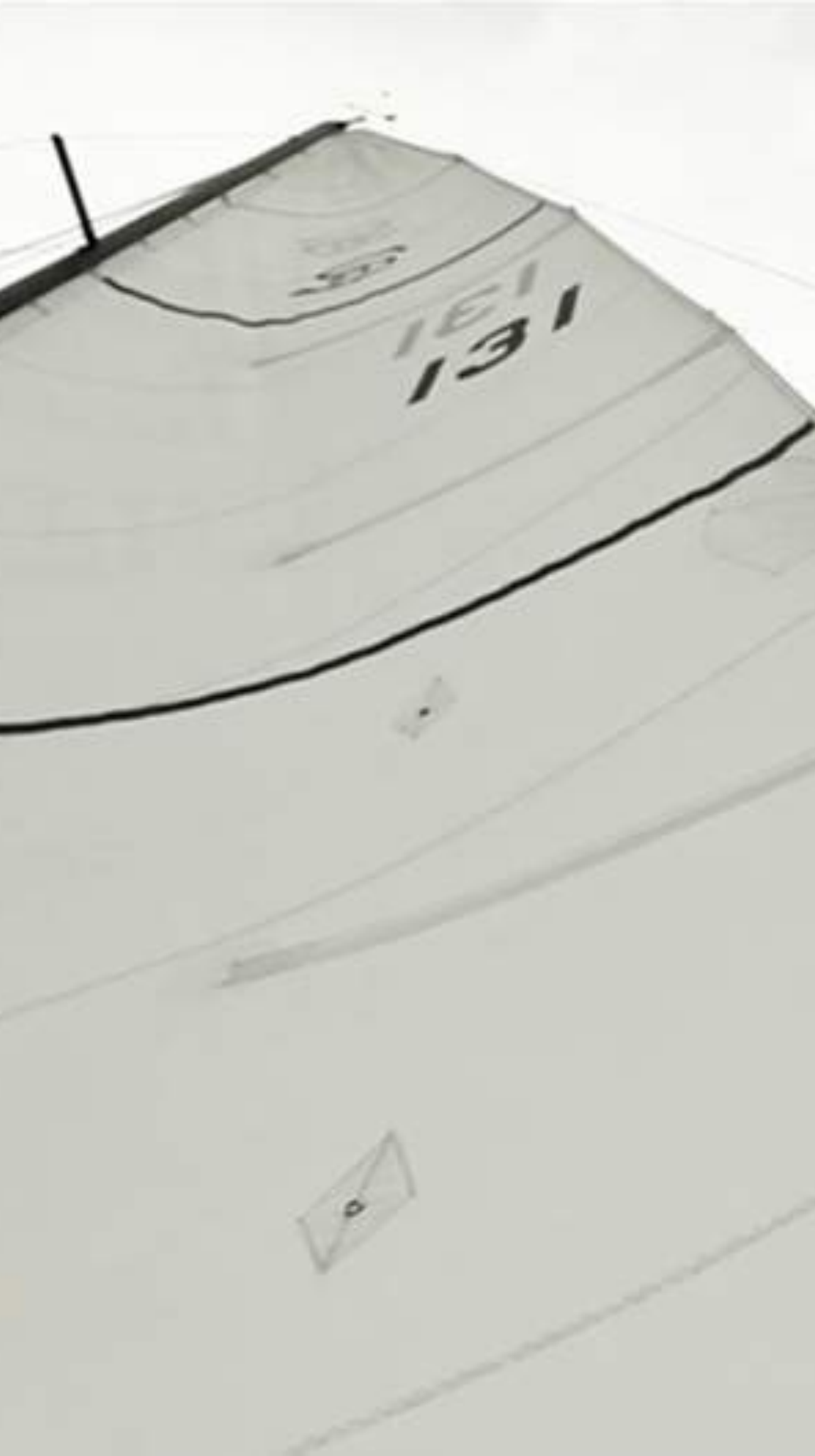




SHOOTING TECHNIQUES



COMPOSITION



VARY YOUR FRAMING



KING'S WHARF





EXPERIMENT WITH CAMERA POSITION





USE FOREGROUND ELEMENTS



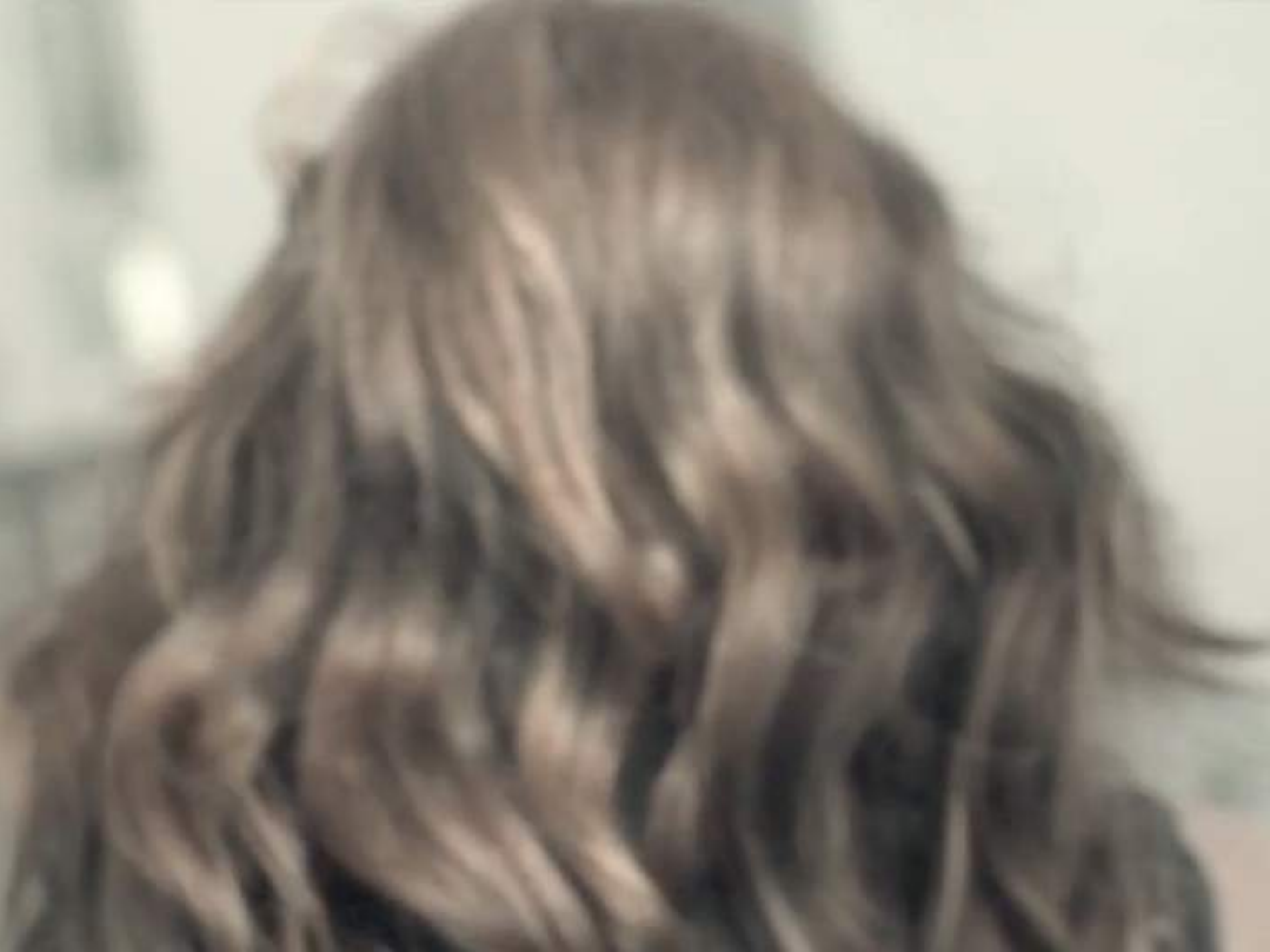
TO MOVE OR NOT TO MOVE

STATIC FRAMINGS





CAMERA MOVEMENT





TIMELAPSE

SHOOTING INTERVIEWS





NILS HIRSCH

— PRESIDENT —
BLACK ROCK TIDAL POWER



TECHNOLOGY



CAMERAS



ACCESSORIES





TRIPODS AND MONOPODS

JOBY.COM

MANFROTTO.CA





IOGRAPHER

WWW.IOGRAPHER.COM

AUDIO ACCESSORIES



MXLMICS.COM



CLIPMIC – APOGEEDIGITAL.COM

APPS

FILMIC PRO – FILMICPRO.COM



EDITING!

FINAL CUT PRO



IMOVIE



WINDOWS MOVIE MAKER



HAVE FUN!