

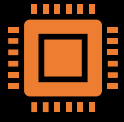
2-day
Videography and
Video Editing for
Beginners: DAY 1



How to make better videos with my camera or phone?

By Adrian Lee with
Inspizone.com





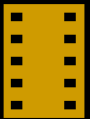
1986: Electronics
Specialist @ The
Singapore Navy

Liaising with vendors to
ensure the maintenance of
electronic devices, including
video recording equipment



1991: Marketing
Officer @ Panasonic
Pro AV

I meet up with media
companies to convince them
to buy my brand of video
production equipment



1995: Videographer @
A Small Video
Production Company

I shoot and edit corporate
videos, training videos,
stage performances, events,
as well as weddings

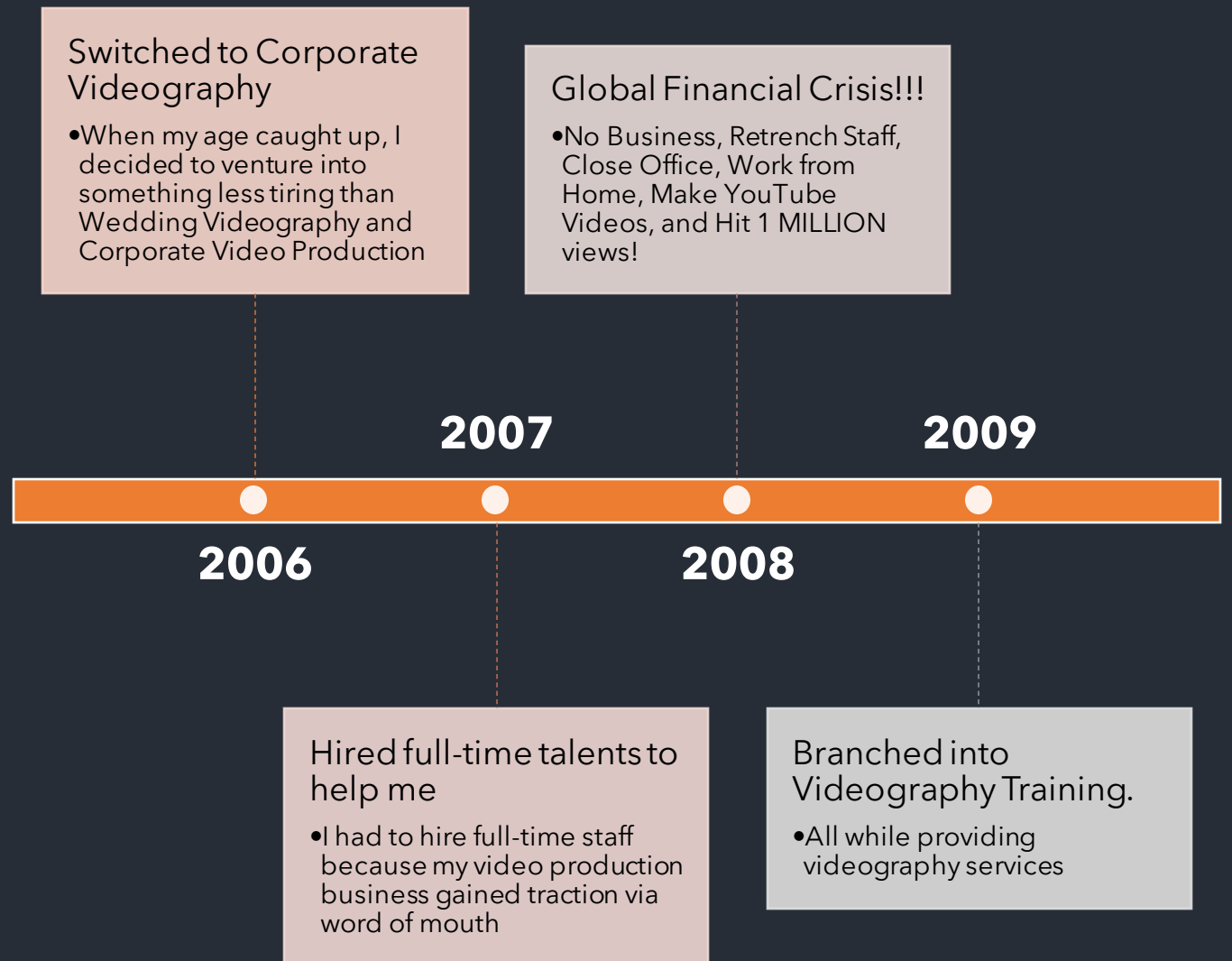


1998: Started
Wedding
Videography Business

After gaining all the skills
and knowledge, I struck out
on my own and started a
wedding videography
business

Who is Adrian Lee

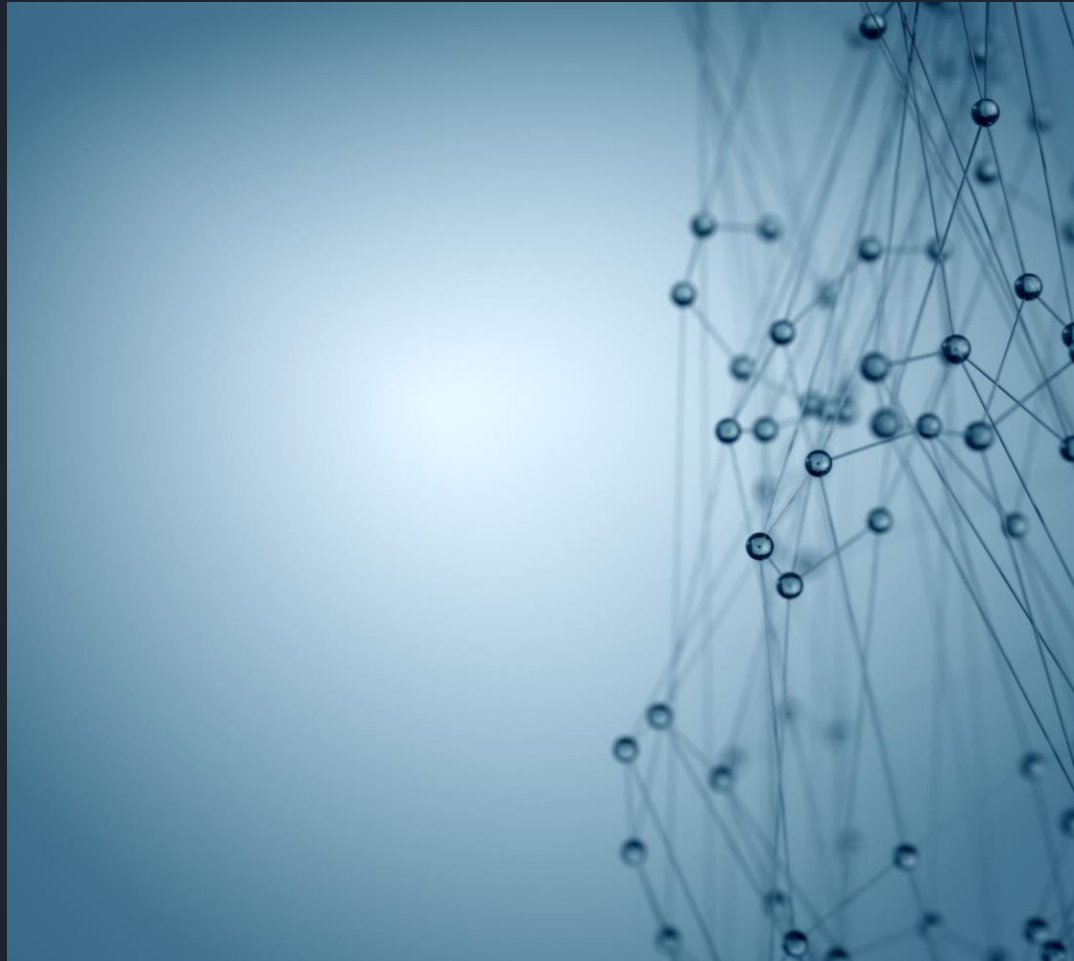
Who is Adrian Lee



Who is Adrian Lee

- 2019: COVID19!!!
 - No business, stay at home, make TikTok videos, and HIT 100K followers!
- <https://www.tiktok.com/@adrianvideoimage>





Where is Adrian Lee

- TikTok: <https://TIKTOK.com/@adrianvideoimage>
- YouTube: <https://YOUTUBE.com/AdrianVideoImage>
- Facebook: <https://FACEBOOK.com/AdrianLeeYC>
- Instagram: <https://INSTAGRAM.com/adrianvideoimage>
- LinkedIn: <https://LINKEDIN.com/in/adrianleeyc/>

About You and Your Video



WHAT IS THE GOAL OF
YOUR VIDEO?

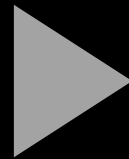


WHO WILL BE WATCHING
YOUR VIDEO?

Learning Outcomes



By the end of this course, you'll be able to make a 1-minute short video all by yourself



This course will give you all the skills you need to start making your videos

What you will learn



- Camera Skills
 - Seven important skills to shoot great videos
- Sound and Light
 - Techniques to improve your video
- Video Editing
 - The step-by-step process of editing a video
- Storytelling
 - How to tell an interesting story through your video
- Tools and Accessories
 - Different tools you can use for making videos

Skills



1	Core Skill #1: Point and Shoot - _____, _____ and _____
2	Core Skill #2: Stabilization - _____, _____ and _____
3	Core Skill #3: Moves - _____, _____ and _____
4	Core Skill #4: Manual Controls - _____, _____ and _____
5	Core Skill #5: Composition - Follow the Rule of _____
6	Core Skill #6: Shot Sizes - _____, _____ and _____
7	Core Skill #7: Angles - _____, _____ and _____

Agenda for Day One

- 09:30: Welcome
 - Setting up Your Camera
 - Core Skill #1: Point and Shoot
 - Exercise 1: The Interview
 - Video Production Process and Team



Agenda for Day One

- 10:30: Break
 - Core Skill #2: Camera Stabilization
 - - Exercise 2: The Introduction
 - - Core Skill #3: Camera Moves
 - - Exercise 3: B-roll Moves
 - - Camera and Accessories for Video
 - - About B-rolls



Agenda for Day One

- 13:00: Lunch
 - - Core Skill #4: Camera Control
 - - Exercise 4: Feature Presentation
 - - Structuring an Engaging Video
 - - Core Skill #5: Composition - Rule of 3rds
 - - Exercise 5: Call to Action
 - - Core Skill #6: Shot Sizes
 - - Exercise 6: The Hook



Agenda for Day One

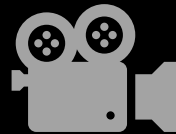
- 15:30: Break
 - - Core Skill #7: Flattering Angles
 - - Exercise 7: Fun B-roll
 - - Camera to Computer
 - - Sound Recording Technique
 - - Video Lighting Technique
 - - Q & A
- 17:30: End – See you on Day 2



HANDS-ON PROJECT: 1- minute Product Demo Video



In this course, you'll create a promotional or instructional video for a simple product that you can hold in your hand

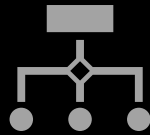


By the end of this project, you'll have a 1-minute video ready to share!

Structure of the video project



Beginning: Identify a problem that your product can solve



Middle: Demonstrate each of the three features, explaining how each one addresses a specific problem



Ending: Guide the viewer on what to do next, such as where to purchase the product

Story Outline



- Opening Hook: "Hey Adrian, what is the best... Let me show you what I've got."
- Title B-roll: product profile
- Introduction - "In this video, I am going to show you three... Let's jump right in"
- Feature/reason/step 1: product demo
- Feature/reason/step 2: product demo
- Feature/reason/step 3: product demo
- Closing B-roll: product profile
- CTA: "If you like...go to the link below..."



Show Time

We will present our masterpiece on
Day 2 after editing what we have shot
on Day One



Access the Slides Here

- Access to the slides here...
 - [2-day Videography and Video Editing for Beginners with Inspiz 8.pptx](https://ott3snxnt1tsww8x5nuesocysqsmys.sharepoint.com/:p:/g/personal/adrian_video_lane_com/EWGHOEanfhdBjn_YbmTesAwBko1YkrzuZRn39zcyHFyWLg?e=0Fi6Xy) ... https://ott3snxnt1tsww8x5nuesocysqsmys.sharepoint.com/:p:/g/personal/adrian_video_lane_com/EWGHOEanfhdBjn_YbmTesAwBko1YkrzuZRn39zcyHFyWLg?e=0Fi6Xy



Access the Learning Guide Here

- Access the Learning Guide Here.
 - https://qtt3snxnt1tsww8x5nue socysqs-my.sharepoint.com/:w:/g/personal/adrian_videolane_com/ERNCwFI2k4JEixBDBnNDXVkBnTsrpThvW31Z36iwA8ft-w



Join the Exclusive Facebook Group Here

- Join my exclusive private FB group to access the live recording...
 - <https://facebook.com/groups/VideographyCourse>



Be Curious, Supportive, and Participate



Ask
questions



Write notes




Take
pictures



Record
videos



Have fun

The background features a fluid, abstract pattern of wavy lines in shades of pink, magenta, and purple, set against a dark grey or black backdrop. The lines flow and swirl, creating a sense of movement and depth.

Are you ready
to start?


Setting Up Your Camera



"WHAT ARE THE BEST SETTINGS
FOR MY CAMERA?"



TAKE OUT YOUR CAMERAS AND
SET UP YOUR CAMERA FOR
VIDEO RECORDING



Follow these settings



Go to Video Camera mode settings

Set resolution/recording size

- 1920x1080 pixels - 16:9
- or 3840x2160 pixels - 16:9

Set Frame Rate

- 30 fps

Turn on Grid

- 3x3

Go back to Video Camera mode

1080p, or Full High Definition

FHD, or Full High Definition, is a display resolution standard

It is often referred to as 1080p because it has a resolution of 1920 x 1080 pixels

FHD provides a high level of detail, making it suitable for watching high-definition television broadcasts, Blu-ray Discs, and a significant number of video games

4K, or Ultra High Definition

4K, ALSO KNOWN AS ULTRA HIGH DEFINITION, IS A RESOLUTION STANDARD THAT PROVIDES MORE PIXELS THAN REGULAR HDTV

THE TERM "4K" COMES FROM THE HORIZONTAL PIXEL COUNT, WHICH IS APPROXIMATELY 4

THE MOST COMMON 4K STANDARD IN THE FILM AND VIDEO PRODUCTION INDUSTRY IS 4096 X 2160 PIXELS

Frame Rate, or FPS



- Frame Rate, often abbreviated as FPS, is a term used to describe the frequency at which consecutive images, called frames, appear on a display
- For example, most movies are shot at 24 frames per second, which gives them their characteristic cinematic look
- On the other hand, sports broadcasts are often shown at 60 FPS to capture fast-paced action



📖 Core Skill #1: Point and Shoot

"How to use my camera for video?"

Start and Stop Recording



To start recording, press the record button

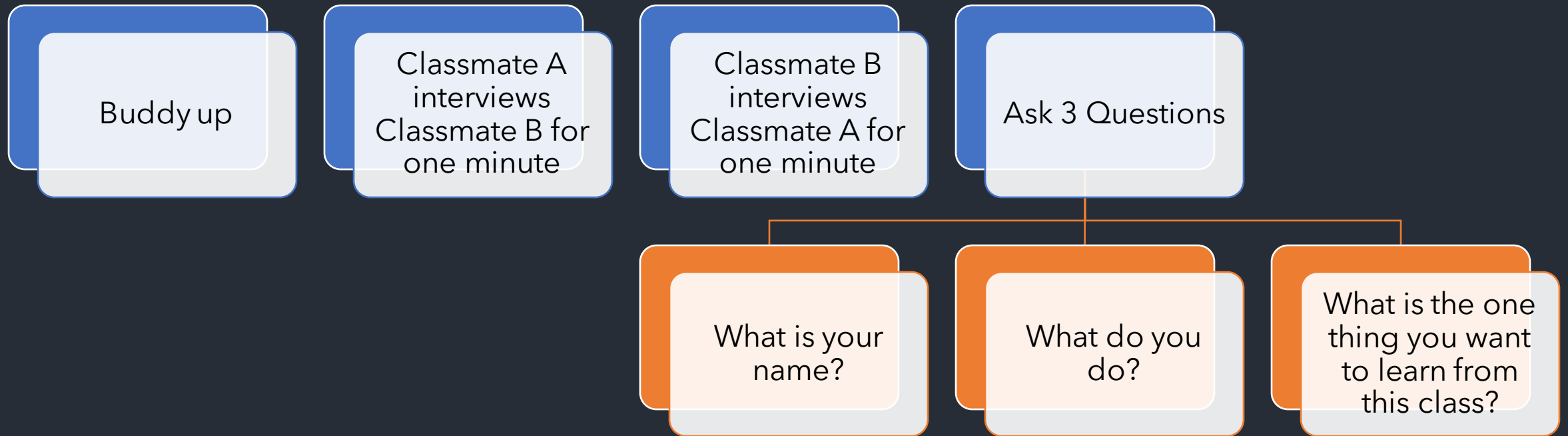


Playback video to watch your recording



To stop, press the same record button again

👋 Exercise 1 - Interviewing Someone



Video Orientation

Landscape Orientation

- Aspect Ratio: Usually 16:9, which is wider than it is tall
- Usage: Ideal for desktop viewing, television, and platforms like YouTube
- Advantages: Captures a wider view, suitable for scenic shots, group scenes, or action sequences

Portrait Orientation

- Aspect Ratio: Commonly 9:16, taller than it is wide
- Usage: Preferred for mobile viewing and platforms built around vertical video like TikTok
- Advantages: More engaging on mobile feeds, takes up more screen space, and is better for single subjects or 'talking head' videos



Sound Recording Technique

How to record good quality
audio on camera or phone?

Built-in Camera Microphone



Built into the camera, the microphone will pick up sounds from around the camera rather than the subject



The on-camera microphone is closer to you than to your subject; thus, if you're speaking, your voice will be recorded



I do not recommend using the on-camera microphone for recording speeches and interviews

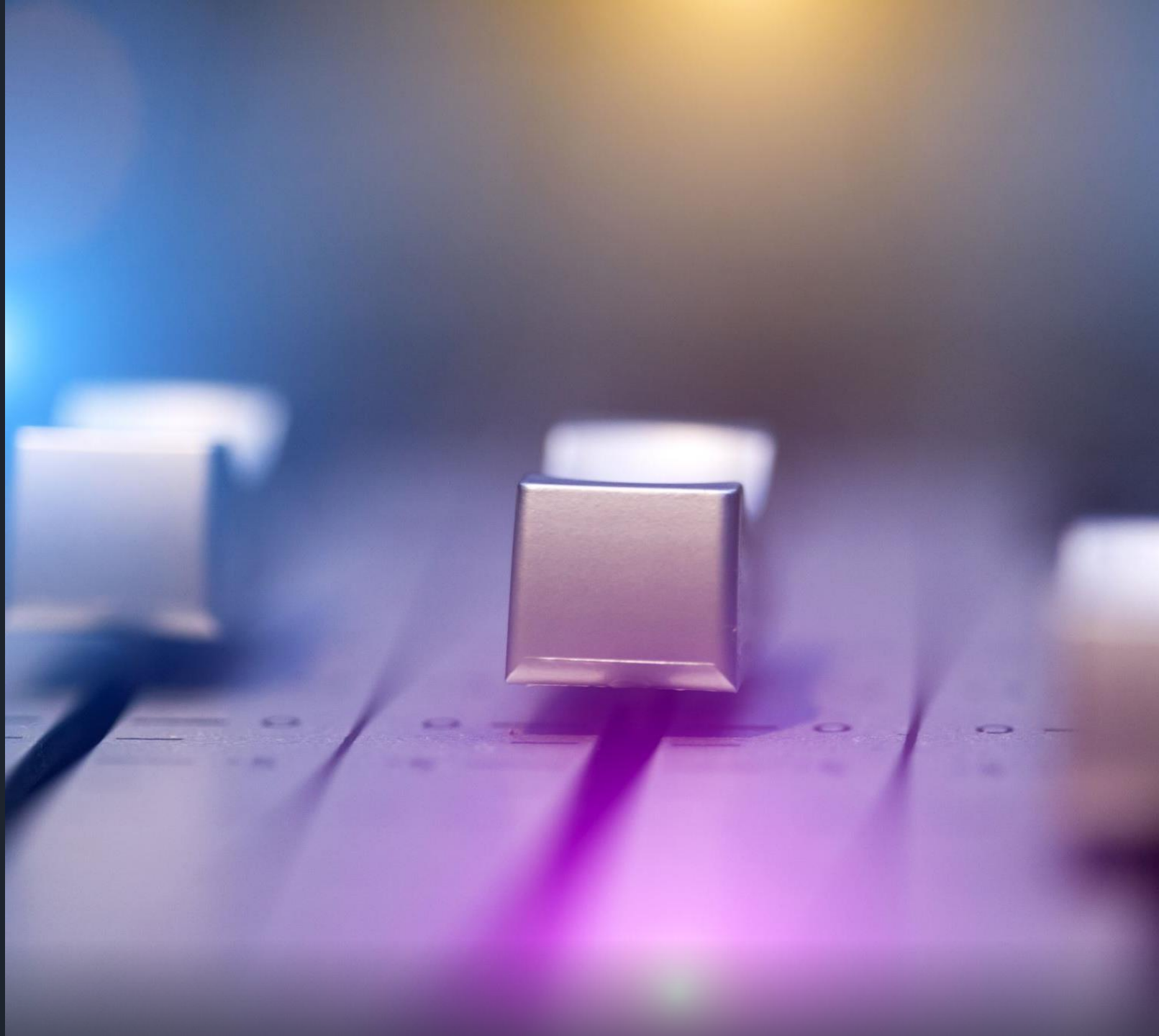
External Microphone

- External microphones provide enhanced audio quality, directional recording capabilities, and greater flexibility, making them a valuable addition to any video production setup



Shotgun Microphone

- Directionality: Shotgun mics use unidirectional microphones to focus on the sound source directly in front of them
- Polar Pattern: They typically have a hyper-cardioid polar pattern, which means they pick up sound with high gain from the front and much less from the sides or rear
- Usage: Commonly used for capturing dialogue in movies, TV, and live streaming, where background control is essential during post-production
- Popular: The Rode VideoMic GO II



Lavalier Microphone

Discreet: Due to their small size, Lavalier mics are unobtrusive and can be easily concealed, making them perfect for on-screen appearances or live performances where you don't want the microphone to be noticeable

Versatile: They are used in various settings, from television and film to live speaking engagements and interviews

Wired or Wireless: Lavalier mics can be either wired, with a cable running to a recording device or wireless, transmitting audio to a receiver

Omnidirectional or Cardioid: They can have different pickup patterns; omnidirectional Lavalier mics capture sound equally from all directions, while cardioid mics are more directional and pick up sound primarily from the front, which helps to reduce background noise



Lavalier Microphone

Popular: Boya M1 or Boya M1
DM

Wireless Microphone



Mobility: Wireless mics allow the subject to move freely without worrying about the length of the cable or staying close to the camera



Convenience: They eliminate the risk of tripping over cables, making the setup safer and cleaner, especially on busy sets or in outdoor environments



Range: High-quality wireless mics can transmit clear audio from a significant distance, sometimes up to 200 meters, depending on the model and environment



Versatility: They can be used with a variety of cameras and even smartphones, making them a flexible tool for different recording situations



Improved Audio Quality: By maintaining a consistent distance from the subject, wireless mics ensure stable audio levels and clarity



Popular: Rode Wireless Go

Tips for Better Sound Recording

Utilize	Utilize External Microphones: For all speech and interview recordings, always use external microphones to capture clear audio
Positioning	Microphone Positioning: Keep the microphone approximately within 6 inches from the speaker's mouth to ensure optimal sound quality
Quiet	Quiet Environment: Select a tranquil location or room that's free from disturbances to conduct your recordings
Minimize	Minimize Background Noise: Eliminate any potential background noise from devices and individuals
Monitor	Monitor with Earphones/Headphones: Always wear earphones or headphones while recording to promptly detect and address any interference or ambient sounds

QUIZ

The recommended
microphone position is within
_____ inches away from the
mouth





Core Skill #2: Camera Stabilization

What is the best way to reduce camera shake?

Camera Handheld Stabilization Techniques



IMPROVISE A TRIPOD: IF YOU LACK A TRIPOD, GO HANDHELD BUT STABILIZE AS IF YOU HAD ONE



TWO-HANDED GRIP: ALWAYS HOLD THE CAMERA WITH BOTH HANDS FOR BETTER CONTROL



ELBOW POSITIONING: REST YOUR ELBOWS AGAINST YOUR CHEST TO MINIMIZE SHAKING



STEADY MOVEMENTS: AVOID JERKY MOTIONS TO MAINTAIN SMOOTH FOOTAGE



SUPPORT YOUR BODY: LEAN AGAINST A WALL OR SIT ON A CHAIR FOR ADDED STABILITY



SOLID SURFACES: PLACE THE CAMCORDER ON A FIRM SURFACE IF AVAILABLE



WIDE SHOTS: UTILIZE WIDE SHOTS AS THEY ARE SIMPLER TO KEEP STEADY

Smartphone Handheld Stabilization Techniques



One-Handed Support:
Gently wrap one hand
around the back of your
phone



Two-Handed Operation:
Use the other hand to press
record, then support the
wrist of your camera hand



Stable Surfaces: Rest your
elbow on a stable surface
for additional steadiness



Body Support: Lean against
a wall or sit down to reduce
body movement

Using a Tripod



Professional Look: Employ a tripod for professional-grade video stability



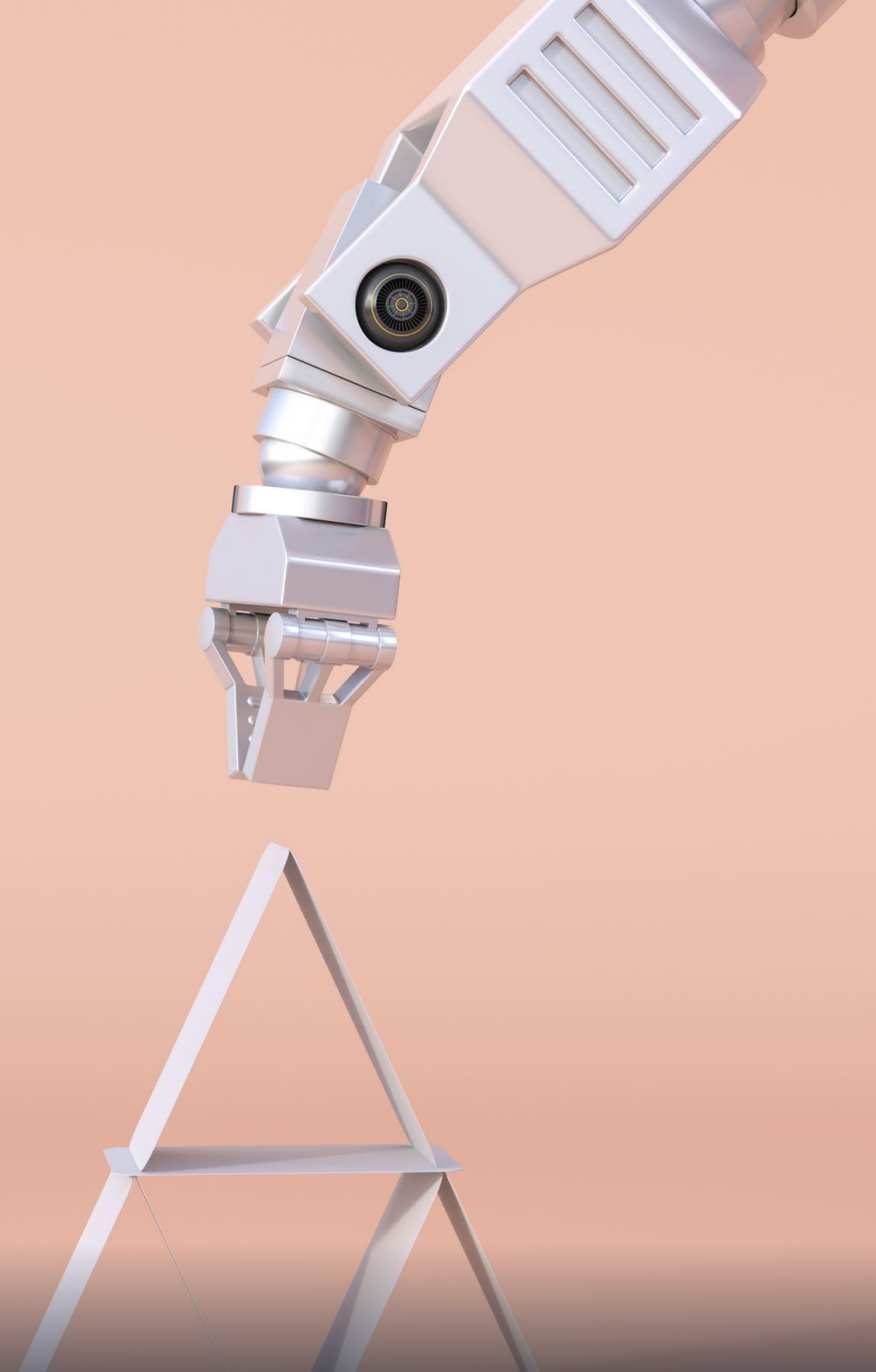
Camera Movement: A tripod enables two primary movements: panning and tilting



Smartphone Adaptation: For smartphone cameras, consider using a selfie stick tripod for versatility

Electronic Stabilizers - Gimbals

- Smooth Footage: Use electronic stabilizers like gimbals to achieve a smooth, cinematic quality in your videos



👋 Exercise 2: Opening Hook & Cloning



This is done in one continuous recording with the camera on a tripod

Sit on one side of the scene and be Clone

Clone 1: "Hey Adrian, what is the best phone gimbal for travel?"



Continue sitting and pretending to listen to Clone 2 reply

Sit on the other side of the scene without overlapping

Pretend to listen to Clone 1, then hold up the product and reply

Clone 2: "Let me show you what I've got."



Sample:
<https://www.tiktok.com/@adrianvideoimage/video/7189822646098382082>

Tips For Video Recording Yourself



Ensure there is light shining on your face



Follow the rule of thirds with your eyes on the upper grid line



Look into the camera



Use a microphone for better voice recording



Use a tripod to stabilize your camera

Video Lighting Technique

How to set up good lighting
for my video?



Three-point Lighting

1

Create an even distribution of light across the subject

2

Avoid deep shadows on the subject

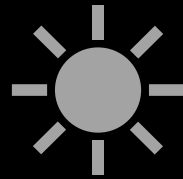
3

Allow the subject to stand out from the background

Key Light



The key light is the primary source of illumination in a scene



The key light is usually the brightest of the 3 light sources



The key light in a studio is often at a 45-degree angle from the camera to the subject horizontally and at a 45-degree angle vertically from above

Fill Light



The fill light fills in the shadows caused by the key light



The goal is to cut the contrast ratio



The fill light is usually 90 degrees to the side of a line between the key light and the subject

Back Light

The backlight comes from behind the subject

Illuminates the back of the subject's head

It helps separate the subject from the background

The backlight is optional in most cases

Improvising Available Light Indoors



Observe the available light source from around the subject and apply the three-point lighting technique



Turn on all the lights in the room



Position the subject facing the key light source



Do not let the light come from behind the subject as this creates the backlight exposure problem



Do not let the light shine directly over the subject as this creates unsightly deep shadows under the eyes, nose, and neck



If the subject cannot be moved, e.g. a VIP in an event, move your camera to the direction of the light facing the subject

Improvising Available Light Outdoors



Use the sun as the key light



Use a reflector as the fill light by reflecting the sunlight towards the subject in the opposite direction



Do not position the subject partially in the sunlight and partially in the shadow as this creates extreme exposure problems, like being too bright on one side or too dark on the other

Portable Video Light

- Essential for mobile Videography, like in events
- Good for shooting nearby subjects, like in an interview
- TIP: I recommend getting one with a dimmer and battery life indicator



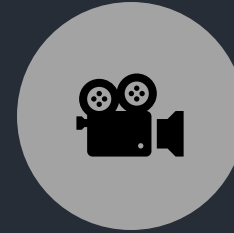
QUIZ

Do not let bright light shine on
the subject from _____,
_____ and _____

B-rolls



SUPPLEMENTAL CONTENT: THE B-ROLL INCLUDES VARIOUS SHOTS THAT AREN'T PART OF THE MAIN ACTION BUT SUPPORT IT, LIKE CUTAWAYS, INSERTS, AND ESTABLISHING SHOTS



VISUAL VARIETY: IT HELPS BREAK UP THE MONOTONY OF CONTINUOUS A-ROLL FOOTAGE, MAKING THE FINAL PRODUCT MORE ENGAGING FOR THE VIEWER



CONTEXT AND BACKGROUND: B-ROLL CAN SHOW THE ENVIRONMENT, RELATED ACTIVITIES, OR DETAILS THAT HELP THE AUDIENCE BETTER UNDERSTAND THE STORY



COVERING EDITS: IT'S USEFUL FOR MASKING JUMP CUTS OR OTHER EDITS IN THE A-ROLL, ESPECIALLY DURING INTERVIEWS OR PRESENTATIONS



FLEXIBILITY IN EDITING: HAVING A GOOD AMOUNT OF B-ROLL GIVES EDITORS MORE OPTIONS WHEN ASSEMBLING THE FINAL CUT, ALLOWING FOR A MORE POLISHED AND DYNAMIC VIDEO

Examples of B-rolls



Example 1: CNA
Bird Park
Documentary...

[https://youtu.be/
pq6jvLu5tgc](https://youtu.be/pq6jvLu5tgc)



Example 2:
Adrian's Video
Light Review...

[https://youtu.be/
mqftFt8gvQ](https://youtu.be/mqftFt8gvQ)

Adrian's 7P for Event Shooting

- Place: Capture the essence of the location
- Props: Document the event's details
- Preparation: Show the behind-the-scenes setup
- People: Focus on attendees and their engagement
- Presentations: Highlight the host
- Participation: Observe interactions
- Promotion: Convey the event's message
- The Eternal Rose example:
<https://youtu.be/8BvP91WXcd4>





Core Skill

#3: Camera Moves

How do camera movements impact the telling of the story

3 Basic Camera Moves



Pan: This is the horizontal movement of the camera on a fixed axis



Tilt: This refers to the vertical movement of the camera on a fixed axis



Zoom: Zooming changes the focal length of the camera lens to make the subject appear closer or farther away without moving the camera itself

A close-up photograph of a camera lens, showing the front element and the surrounding barrel. The lens is positioned on the left side of the frame. The background is a soft, out-of-focus bokeh of purple and blue lights, creating a dreamy atmosphere. The lens itself shows a reflection of a green and blue scene, possibly a building or a landscape.

QUIZ

What are the 3 basic camera moves?

🖐️ Exercise 3: Title B-roll & Vertigo

- Use the wide camera lens
- Place the camera on a slider
- Start with the close-up shot of the product
- Ensure the background is visible and far away
- Start recording
- Slide the camera backward away from the product till it appears smaller
- Stop recording
- Example of Vertigo Effect:
<https://www.tiktok.com/@adrianvideoimage/video/7196585957192158465>



Video Production Process and Team

- What does it take to produce a professional video from start to finish, and who are the key players involved?



The 3-stage Video Production Process

- Plan (PRE-PRODUCTION): Gather Information, Write Script, Select Talent, Scout Location, Plan Equipment
- Shoot (PRODUCTION) : Shoot Footage, Voice Over, Create Graphics
- Edit (POST-PRODUCTION) : Import Media, Edit Video, Add Text, Add Music, Export Video



Roles in a Video Production Team

- -----
 - Director
 - Writer
- -----
 - Producer
 - Camera Operator
 - Sound Recordist
 - Gaffer
 - Video Editor



Roles in a Video Production Team

- -----
 - Talent/Host/Interviewee
 - Voice-over



QUIZ

The 3 stages of the video production process are _____, _____, and _____

Core Skill #4: Camera Control



Why is my camera so dark?



Why is my camera so blurry?



How to fix the color on my camera?

FEW

Essential Camcorder Controls



FOCUS



EXPOSURE

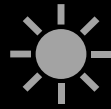


WHITE
BALANCE

FOCUS



Learn to quickly switch between auto and manual focus



When the camera is in "autofocus" it will automatically focus on the dominant figure in the center of the frame



When you focus in "manual" mode, you control the sharpness of the image with the focus wheel



Focus control makes sure your subject is clear



OUT OF FOCUS means your subject is blurred

EXPOSURE



Use "auto" exposure by default but learn to quickly enable "manual" mode



The Iris is the part of the camera that opens or closes to limit the amount of light that comes into the camera



Adjust Exposure/Iris manually to compensate for over or under-exposure

WHITE BALANCE

- Tell your camera what true white is in any given lighting situation
- The most common indoor lighting are yellowish tungsten bulbs and white, fluorescent lamps
- Problem: Cameras respond differently to various lighting conditions
- It becomes obvious when moving between indoors and outdoors and between rooms lit by different types of light sources
- By default, set White Balance to "Auto", where most modern cameras can adjust well
- Switch to Manual or Custom White Balance when colors appear unnatural



QUIZ

What are the 3 fundamental camera controls?



👉 Exercise 4: Feature Demo & Faceless

- Record the 3 steps or 3 features...
 - Show and tell
 - Close-up on features
 - Speaking is optional



Camera and Accessories for Video

What are the best cameras
and accessories for video?



Choosing the Right Camera for Video

- Some things to consider
 - Controlled vs uncontrolled
 - Fiction vs Documentary
 - Production Set vs Run-and-gun



Choosing the Right Camera for Video

- Six Must-have Features

- Manual/Automatic Focus: Focus control makes sure your image is crisp and sharp
- Manual/Automatic Exposure/Iris: This feature makes sure the brightness of your subject is consistent
- Manual/Automatic White Balance: This feature makes sure the camera records the white color as white, not as blue or green
- Optical Zoom: This feature allows you to gradually zoom in for close-ups and zoom out for wide-angle shots
- Microphone Input: Get clearer voice/audio recording by plugging in an external microphone
- Headphones Output: Ensure uninterrupted voice/audio recording by listening to the headphones while recording



Types of Cameras

- Professional Camcorder
- Consumer Camcorder
- Mirrorless Camera
- Smartphone Video Camera
- Action Camera
- Drone
- 360 Camera



Green Screen & Lighting Kit

- How to Set Up a Mini Green Screen Studio in 7 Steps
 - Watch the video:
<http://www.videolane.com/green-screen-studio/>
- Use a small room with a bare wall
- Get pure green fabric material
- Pin the green fabric sheet to the wall
- Get two identical camera lights with stands
- Position the lights to illuminate the green screen evenly
- Position yourself between the wall and the lights
- Record and have fun changing backgrounds



A large group of skydivers in various colorful suits (red, blue, yellow, green, black, white) are falling in formation against a clear blue sky. The skydivers are arranged in a large, roughly circular shape, with some in the center and others scattered around the perimeter. The sky is a uniform light blue, and the skydivers are in various poses, some with arms outstretched, some with legs tucked, and some in more dynamic, acrobatic positions. The overall scene is vibrant and energetic.

Structuring an Engaging Video

The objective is to get people
watching to the end

Two Important Questions



WHAT IS THE GOAL OF
YOUR VIDEO?



WHO WILL BE WATCHING
YOUR VIDEO?

Three-part video storytelling structure



Beginning - Hook &
Introduction



Middle - Content



Ending - Bonus & CTA



Core Skill #5: Composition

How to improve the visual
impact of my videos?



Composition

1

Rule of Thirds

2

Head Room

3

Lead Room

Rule of Thirds

Divide the frame into nine imaginary sections to create a guide for framing the image

Important information should be placed at the intersections

Points of interest should be placed $\frac{1}{3}$ or $\frac{2}{3}$ down or across the frame

Common Mistake:
Amateurs like to frame subjects in the center

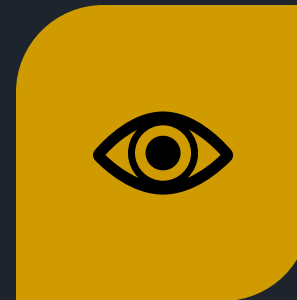
Head Room



LEAVE SPACE ABOVE THE
SUBJECT'S HEAD



HOW MUCH SPACE?



PLACE THE SUBJECT'S EYES
ABOUT 1/3 DOWN FROM
THE TOP OF THE FRAME

Lead Room



Leave a space in front of the subject to look, walk, or talk into



Usually, the subject's head or body is turned to one side



Also known as the Walking Room or Talking Room or Eye Room

👋 Exercise 5: CTA & SuperImpose

- Take a photo of the product
- Sit on the other vertical grid line
- Say: "Did you like what I just showed you?"
- Say: "You can get your own by going to the link below."
- Point at the lower horizontal grid, where we will place the text of the link





Core Skill

#6: Shot Sizes

How can I tell my story
effectively on video?

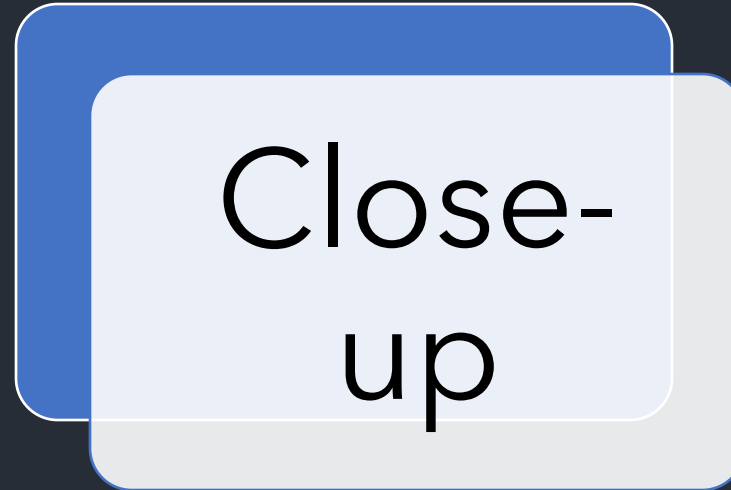
Camcorder Shots

A button with a blue top half and a light gray bottom half, containing the text "Wide Shot".

Wide
Shot

A button with a blue top half and a light gray bottom half, containing the text "Mid Shot".

Mid
Shot

A button with a blue top half and a light gray bottom half, containing the text "Close-up".

Close-
up

Wide Shot



This shows the whole scene, a large background



Use at the beginning of a story to tell viewers the location



Good for scenes with a lot of movement or a lot of people



Variations: Long Shot, Very Wide Shot, Extreme Wide Shot

Mid Shot

This shows a person from the waist up

Use this when you want to present a character

Good for the intention of delivering information

Good for showing hand gestures and movement

Close-up

- This shows a person from the shoulders up
- Use for showing detail, like facial expressions
- Good for showing reactions, feelings, and emotions
- Draws viewers in to share the subject's personal feelings
- Variations: Medium Close-up, Extreme Close-up



Example of Shot Sizes

Example:

<https://youtu.be/7x58qVzUz0U>





QUIZ

What are the 3 shot sizes and when do we use them?

👋 Exercise 6: Introduction & Flying

- Frame a wide shot of your full-body standing
- Place the product next to you but nearer to the camera
- Start recording
- Say: "In this video, I am going to show you three reasons why I bought this gadget"
- Bend your knees and pretend to jump up but don't jump... leave your feet stuck to the ground
- Walk away from the shot but let the camera continue recording without you in it for about 15 seconds
- Stop recording



 Core Skill
#7: Camera
Angles



Camera Angles

A button with a blue top half and a light gray bottom half, containing the text "Low Angle".

Low
Angle

A button with a blue top half and a light gray bottom half, containing the text "High Angle".

High
Angle

A button with a blue top half and a light gray bottom half, containing the text "Eye-level".

Eye-
level

Low Angle



Makes a subject look important, powerful, or larger than it is



This shot shows a view looking up at the subject



The camera is placed near the ground and tilted to look up at the subject

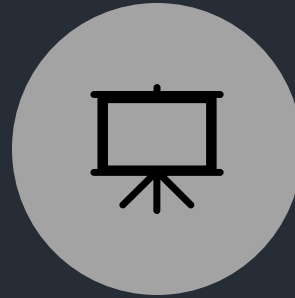


Go lower to get "Worm's Eye View"

High Angle



Makes the subject seem small, vulnerable, and helpless



This shot shows a view looking down on the subject



The camera is placed above the subject and tilted to look down on the subject



Go higher to get a "Bird's Eye View"

Eye-level

This shot shows
a view at the
same eye level
as the subject

The most
common angle

Make sure you
shoot at the
subject's eye
level, not yours

👋 Exercise 7: Closing B-roll & Photo/Popup

- Record the b roll before the ending...
 - Take a low-angle picture of yourself holding the product
 - Take a high-angle picture of yourself holding the product
 - Record an eye-level video of yourself empty-handed
 - Pretend to catch something in the air
 - Put the product in your hand
 - Show the audience the product



Q & A





Group
Photo

QUIZ



1	Core Skill #1: Point and Shoot - _____, _____ and _____
2	Core Skill #2: Stabilization - _____, _____ and _____
3	Core Skill #3: Moves - _____, _____ and _____
4	Core Skill #4: Manual Controls - _____, _____ and _____
5	Core Skill #5: Composition - Follow the Rule of _____
6	Core Skill #6: Shot Sizes - _____, _____ and _____
7	Core Skill #7: Angles - _____, _____ and _____

What's Next?



Check you have all your recordings...



Tomorrow... Transfer video from camera to computer



Install video editing software

See you
tomorrow
for Video
Editing

