

Video Creation

Presented by

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Multi-Media Content Creator

UNIVERSITY BRAND & MARKETING | 2023

YORK 





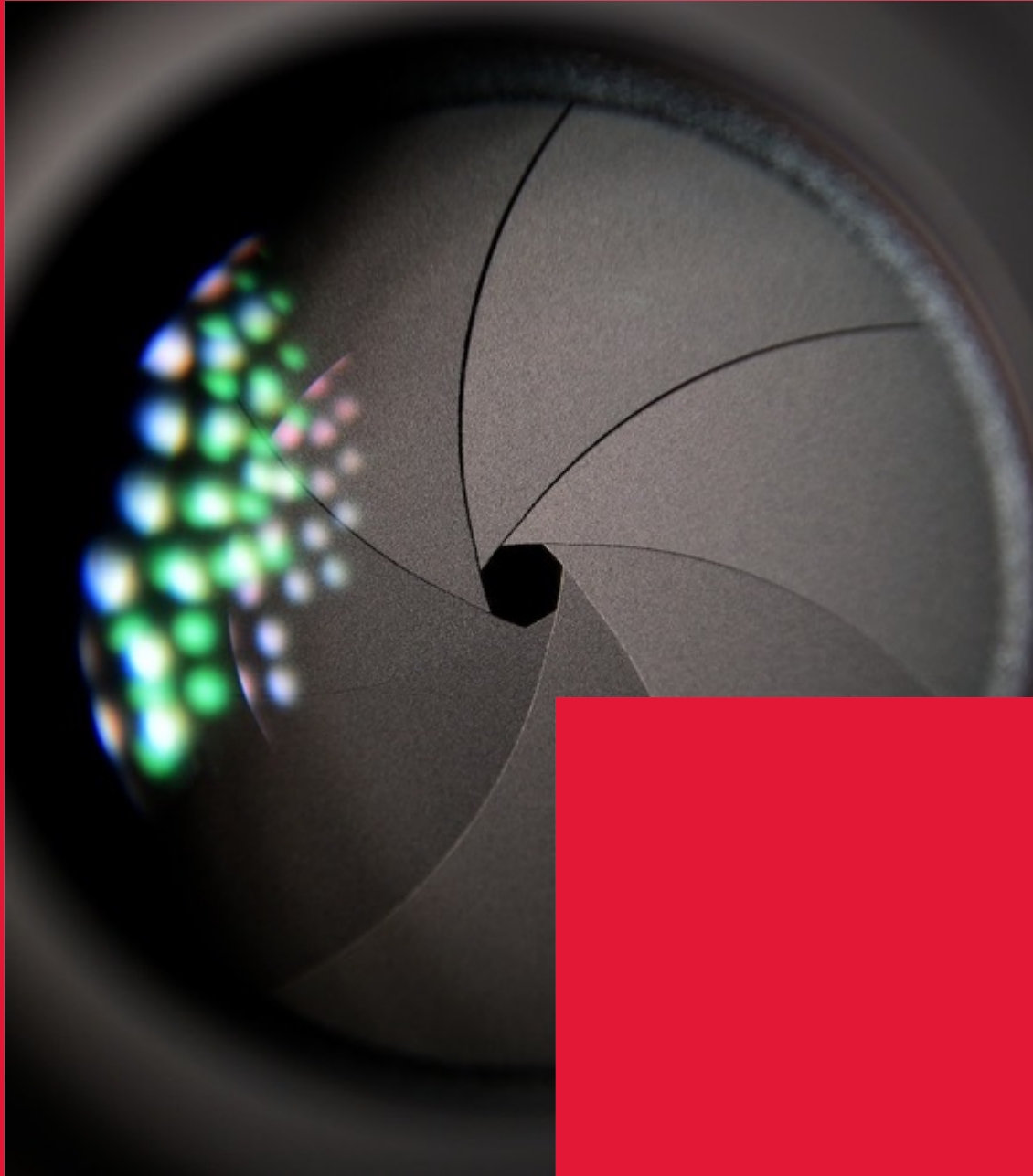
Who am I

- › Multi-Media Content Creator with University Brand & Marketing
- › Filmmaker
- › Video Editor
- › Photographer

Corporate Videos, Weddings, Product Ads, Social Media

Samples





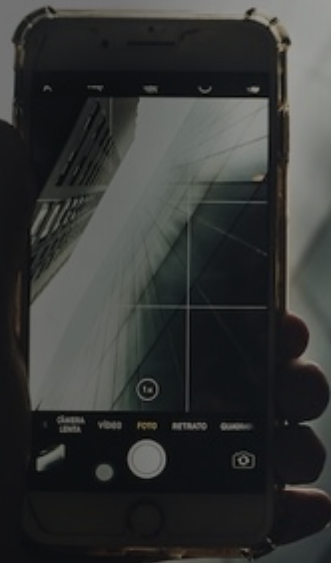
Part I

- A Roll
- B Roll
- Camera Angles & Shot Types
- Composition
- Practice!

Part II

- Lighting
- Audio
- Camera Movement
- Stabilization
- Putting it all Together!

Use the Camera
in Your Pocket!



A-Roll

- › Primary footage or A footage
- › It can stand alone to tell a story
- › In an interview, the footage of the person talking is the A-roll
- › Talking head



What would be an example of B-Roll here?





B-Roll

- › Secondary footage or supplementary footage
- › It supplements the A-Roll in telling a story
- › Landscape, scenery, establishing shots, background, graphics, animations, photographs, etc.

Shot Types



Extreme Wide (Long) Shot



Wide (Long) Shot



Medium Shot



Close Up Shot



Extreme Close Up Shot

Shot Types



Cut-In



Over the Shoulder Shot



Cutaway



Point-of-View (POV)

Camera Angles



Low angle



Overhead or Bird's Eye view



High angle



Aerial Shot

Camera Angles



Dutch angle



Hip Level



Ground Level



Eye Level

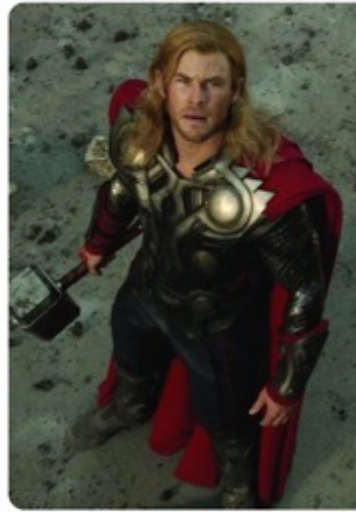
Camera Angles



Low Angle Shot
Empower



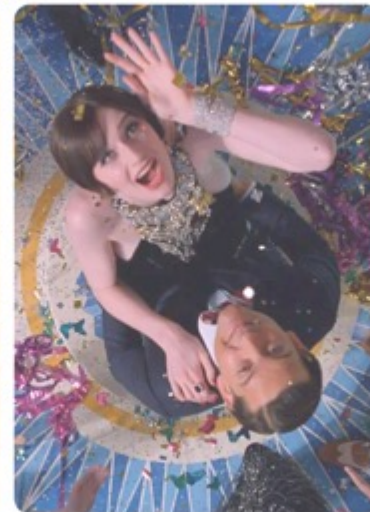
Eye Level Shot
Connect



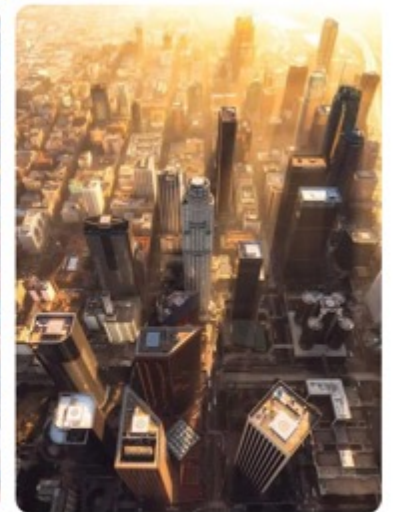
High Angle Shot
Depower



Dutch Angle Shot
Disorient



Overhead Shot
Omniscience



Aerial Shot
Awe & Scale

From StudioBinder

Camera Angles – Use a Flattering Angle unless it's a stylistic choice



What is the best angle to use for an interview?



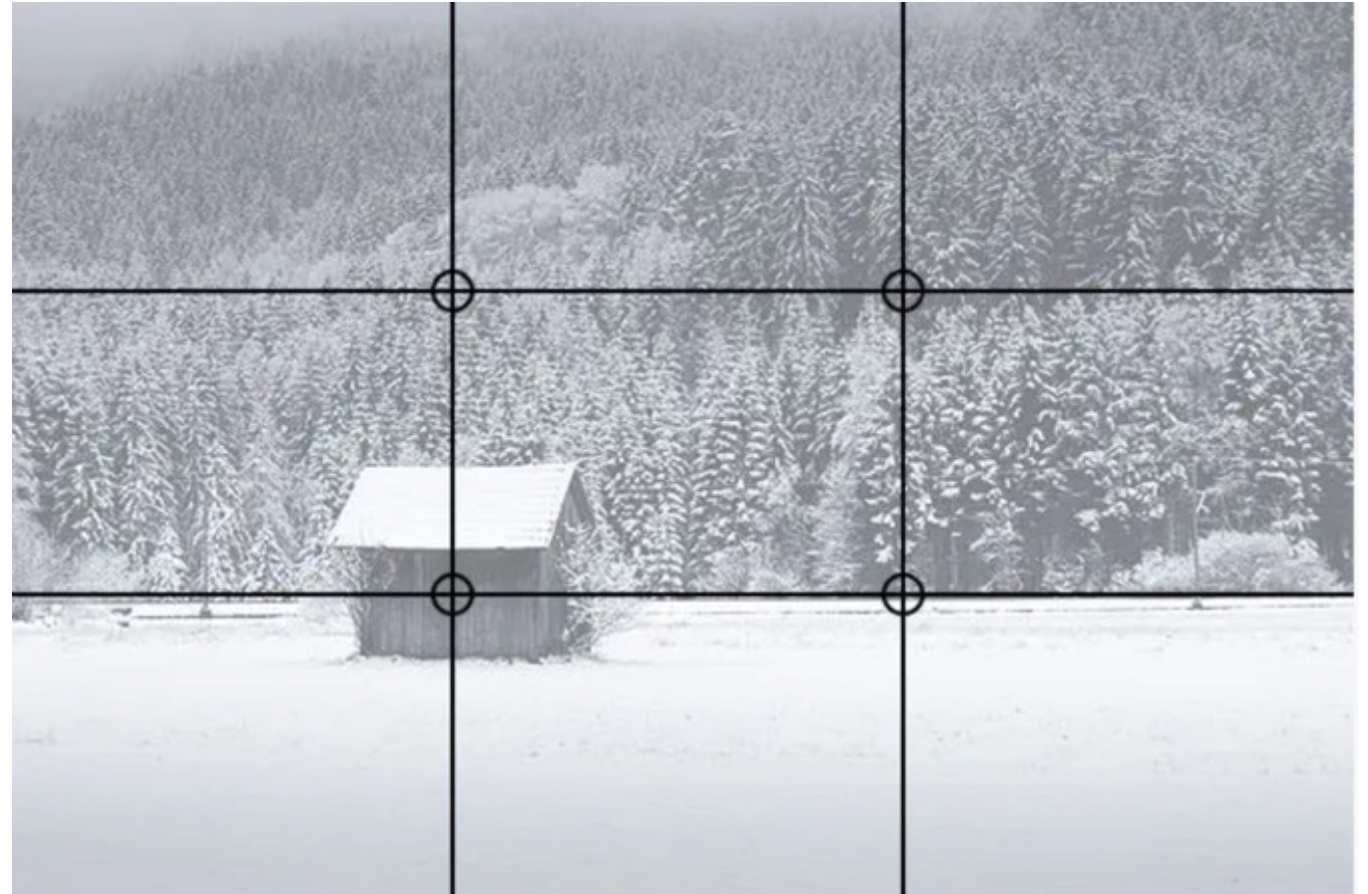
Practice – Composition I

- › **Shot types:** wide, medium, close-up, extreme close-up, over the shoulder, POV, etc.

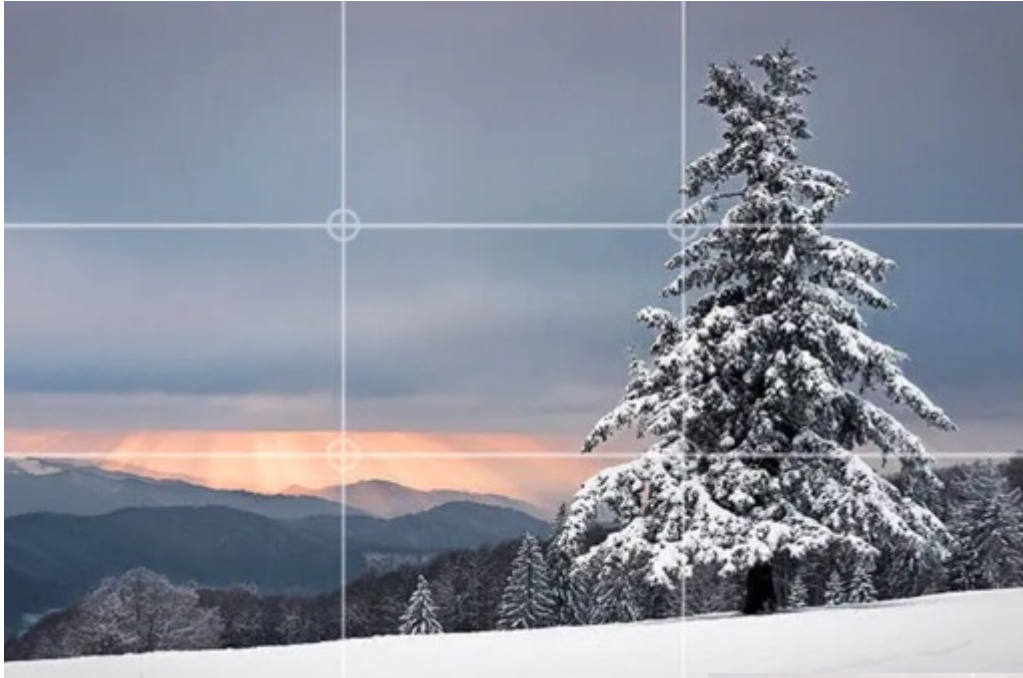


Composition – Rule of Thirds

- Mentally divide your image using two horizontal and two vertical lines
- Place the most important elements in your scene along the lines or at intersections
- An off-centre composition is more pleasing to the eye and looks more natural



Composition – Rule of Thirds



Composition – Rule of Thirds

- › Doesn't apply in every situation
- › Learn the rule before you break it



Practice – Composition II

- › **Shot types:** wide, medium, close-up, extreme close-up, over the shoulder, POV, etc.
- › **Shot angles:** low, high, hip, ground, eye, dutch, bird's eye
- › Try to incorporate the **Rule of Thirds** in all the photos you take



Lighting



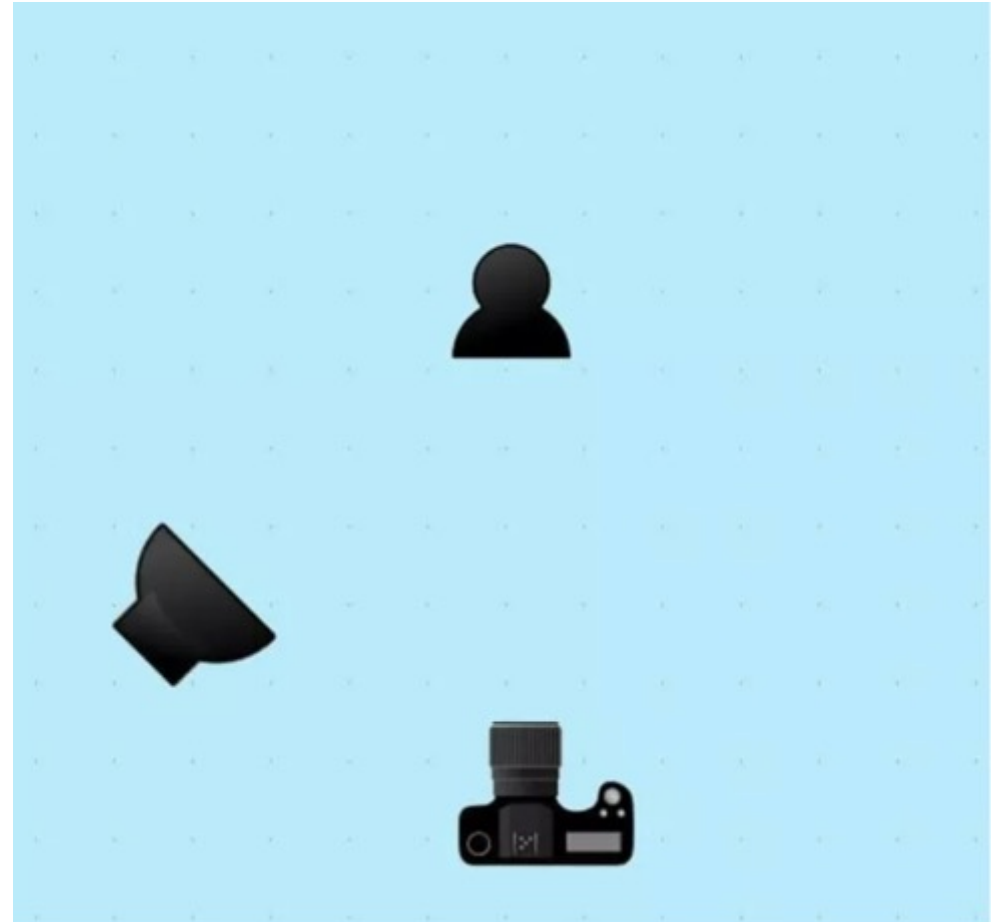
Three-Point Lighting

- One of the most common professional lighting setups
- Uses three lights
- Variations of one or two lights can work



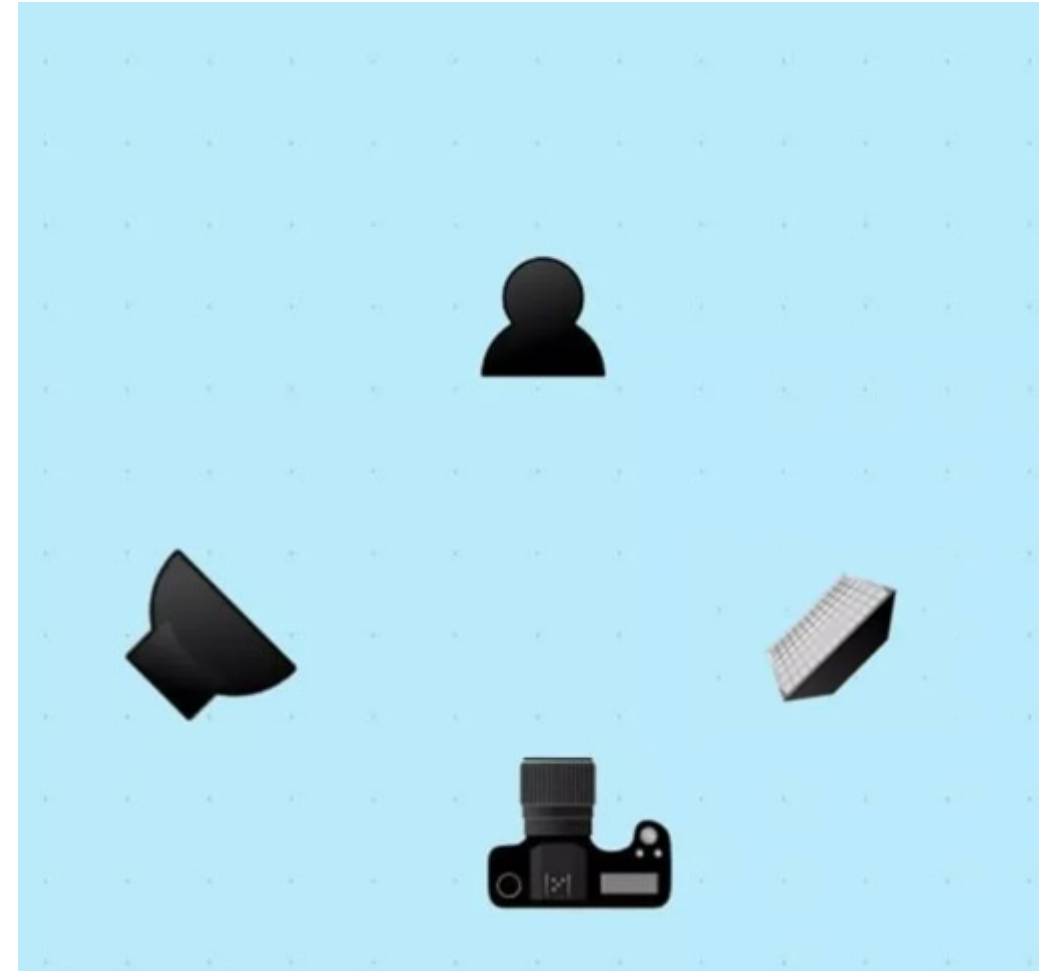
Three-Point Lighting: Key Light

- Main light source
- Set up in front of subject at 45 degrees



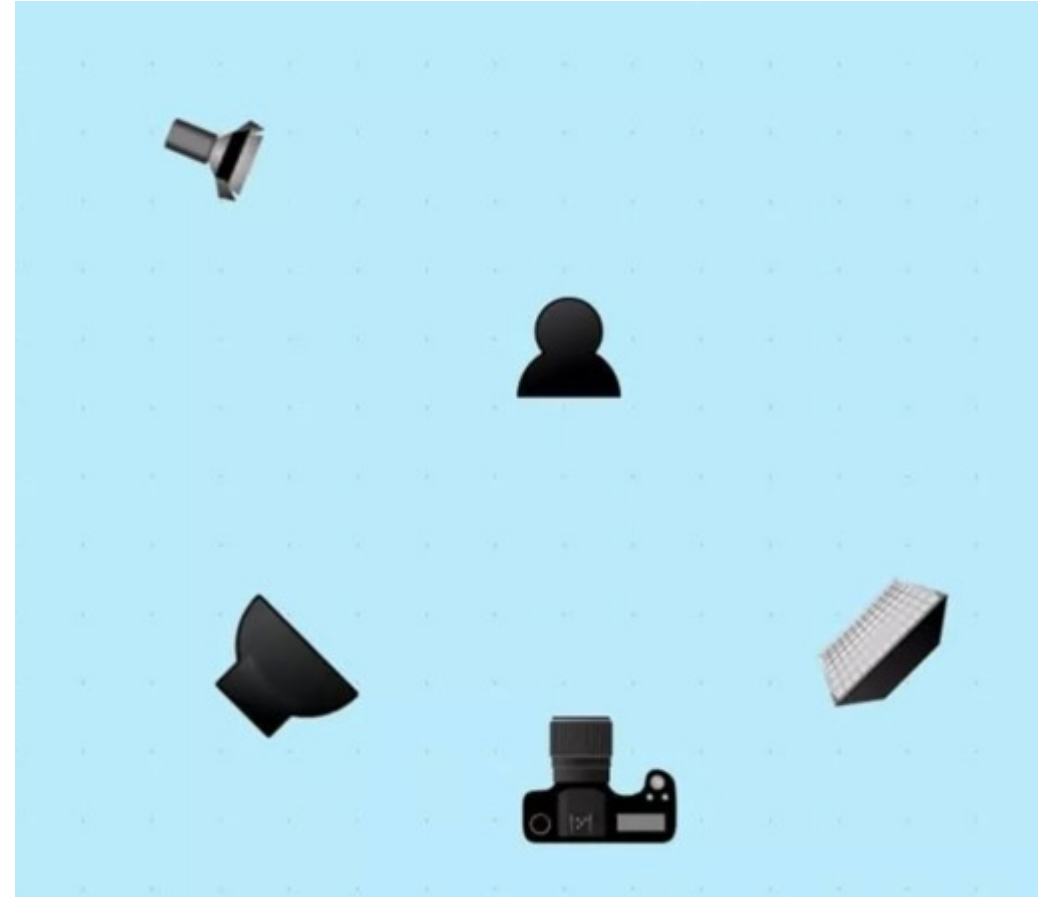
Three-Point Lighting: Fill Light

- Add fill to soften shadows on the other side of the subject
- Place on the opposite side of the subject from the key light
- Light is half as intense as the key light (ratio 2:1)
- Use a dedicated light, a reflector, or a white board



Three-Point Lighting: Back Light (Hair or Rim)

- Placed behind the subject
- Creates a highlight on the hair or around the upper part of the subject
- Separates subject from background, adding depth



Three-Point Lighting Demo



Soft Lighting

- › Flattering
- › Created by using light sources that are large (relative to the subject)
- › Created by using diffusion

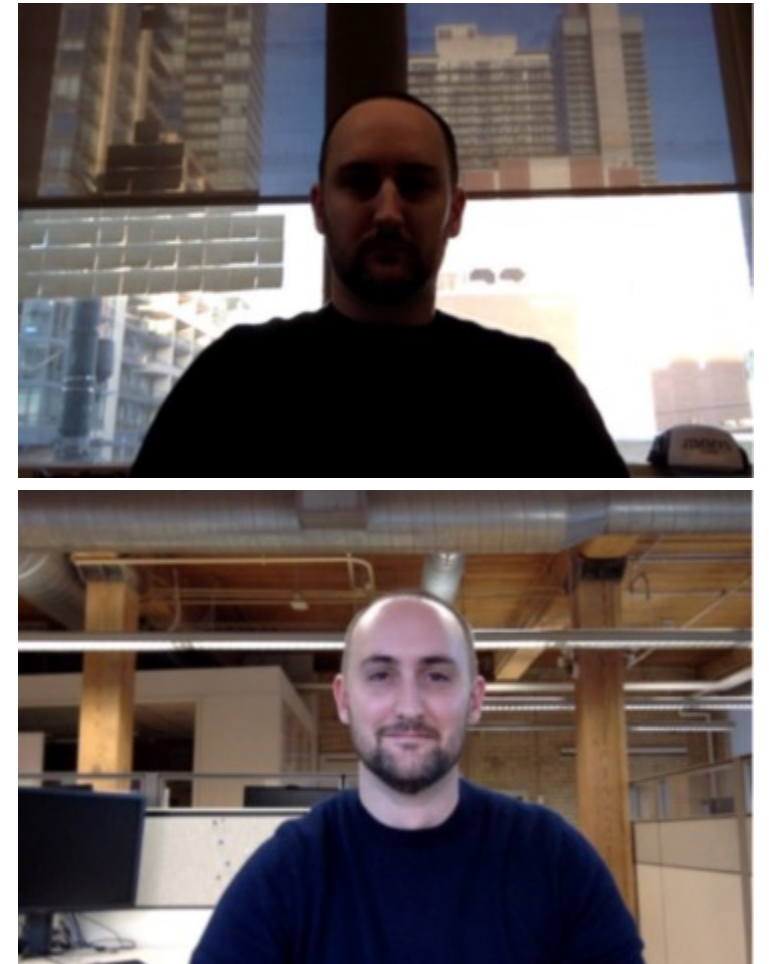


From CinemaMastery

Soft Lighting



Free Lighting – Natural Lighting



Audio



Audio

- Audio makes or breaks a video
- Place your subject as close to the mic as possible



Stabilization



Stabilization

Hand-held



Tripod



Shoulder Rig



Gimbal



Easy Rig



Camera Movement



Basic Camera Movement - Pan



Basic Camera Movement - Tilt



Basic Camera Movement – Zoom In/Out



Basic Camera Movement – Dolly In/Out



Basic Camera Movement – Trucking/Tracking



Tips for Using Hand-Held Footage

- Hold camera close to the body
- Walk with knees slightly bent and follow the heel-to-toe technique
- Use your body weight to sway from side to side
- A heavier set-up or camera will improve stability
- Use the camera strap and pull it tight to create tension, stabilizing your footage.
- Shoot in a wide angle

Putting it all together!





Putting it all together!

› Film a **10 Second Talking Head (A-Roll) Clip**

- Think about composition (flattering angle, shot type)
- Think about audio
- Use Three-Point Lighting

› Film **3-5 clips of (5 seconds each) of b-roll**

- Use Rule of Thirds
- Use different shot types and angles
- Add camera movements
- Keep in mind hand-held techniques

Resources

➤ <https://lil.info.yorku.ca/>



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