

CREATING COMPELLING VIDEOS WITH YOUR PHONE

2019 Trout Unlimited Northeast Regional Rendezvous

Boiling Springs, PA

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ABOUT ME

- Rising Junior at Middlebury College, VT
- Environmental Studies and Film/Media Major
- Aspiring Videographer/Photographer
- TU Costa 5 Rivers Ambassador for Middlebury College Fly Fishing Club
- Participant on 2018 PA Brook Trout Odyssey (Filmed/Edited “Stories from the Fountain” Documentary)
- Participant on 2019 TU Native Odyssey in Columbia River Basin



WHY VIDEO OR FILM?

- Generally:
 - Great medium for storytelling
 - Induces empathy
 - Keeps attention
- For You, the TU Officer:
 - Engages your audience (members and non-members)
 - Easy method to create content and share the work you do
 - A long term way to have an archive of events



WHAT AM I HERE FOR?



Present example videos
and discuss how I went
about creating them



Explain core techniques
for making short videos
from start to finish (all
on your phone)



Conduct a group
activity where we talk
through hypothetical
video situations for
capturing TU Chapter
events



Send you on your way
to make your own
videos



Answers questions, talk
film/cameras, etc.

EXAMPLES

BREAKING IT DOWN



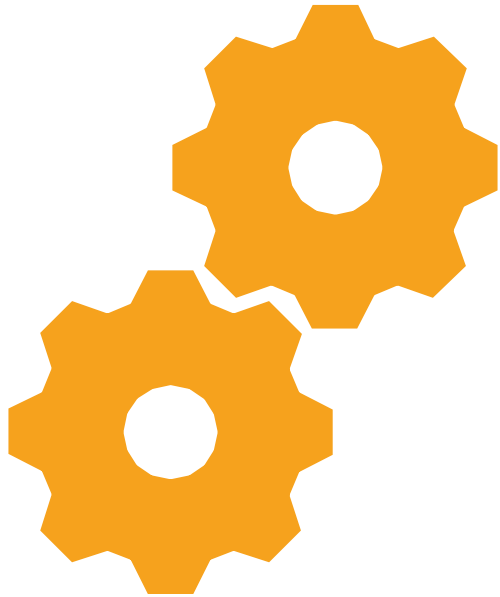
Finding the story



Shooting your video



Editing



CREATING A STORY

- Three points at which you make a story
 - Pre-production (message, storyboard, shot list)
 - Production (what you actually shoot and how you shoot it)
 - Post-production (how you link the ideas of pre-production with the footage shot during production and how those ideas can morph and evolve)



FINDING THE STORY

- The Message/Premise
 - Guide your shooting
 - Storyboard
- Shot List
 - What shots will reflect your message?
 - Think sequences
 - Different types of shots
 - A-roll and B-roll
 - Interview
 - Think angles, perspective

SHOOTING YOUR VIDEO

- Conceptual Techniques
 - #1 Tip: Capture the human aspect – connect it back to people
 - How do you do that?
 - Capture emotion: smiles, laughs, sadness
 - Capture action: planting trees, releasing a fish, giving a high-five
 - Recreate the atmosphere
 - Situate your audience using the question “Where are we?”
 - Capture audio and visuals to help put the audience in the environment of the video



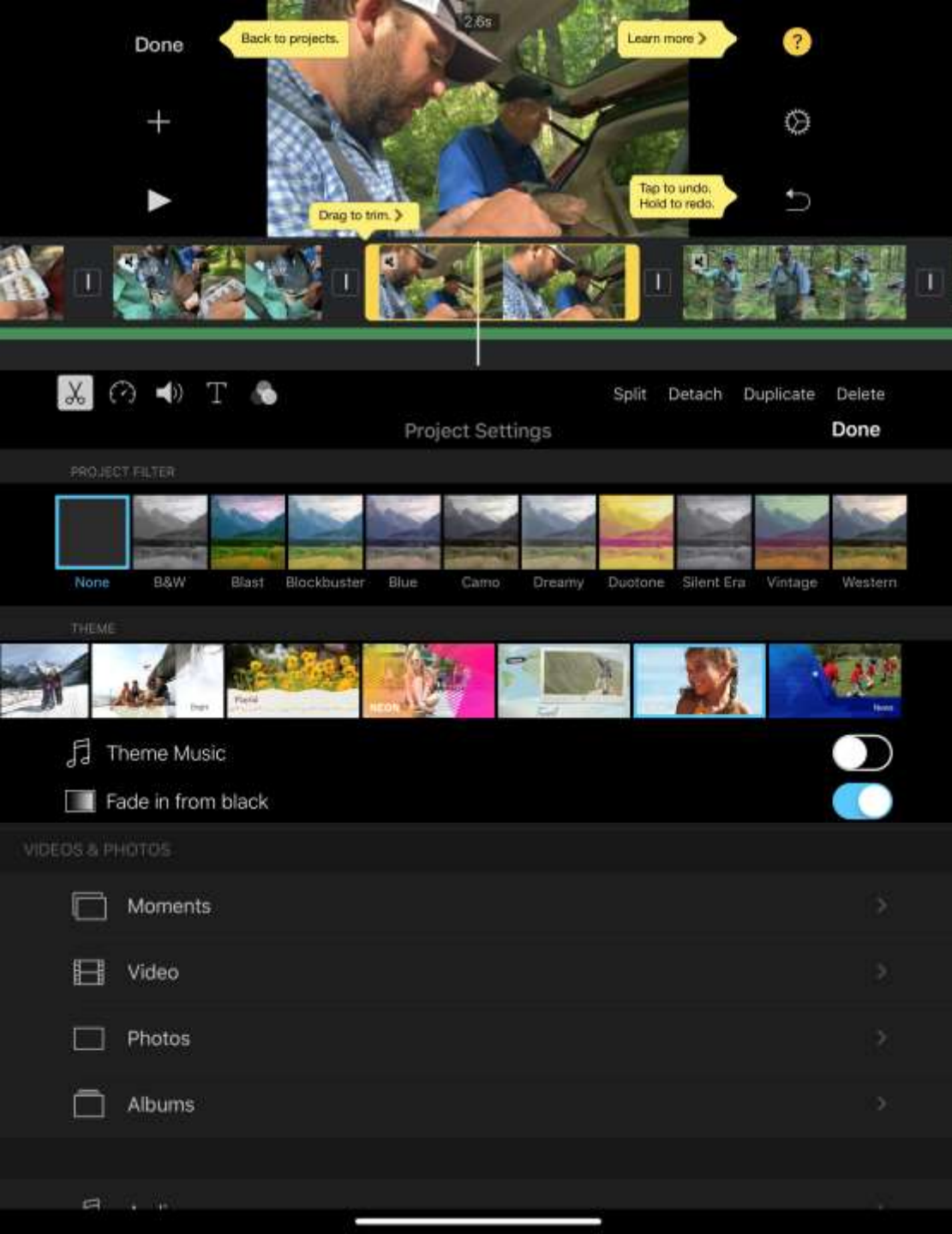
SHOOTING YOUR VIDEO CONTD.

- Technical Techniques
 - Rule of Thirds: place object of interest at intersection
 - Distance from your camera
 - Closer = more intimate, highlight single person's emotions, actions, experience
 - Farther = relation of subject to their environment (i.e. the river, other TU members, etc.)
 - Use Voice Memos to capture ambient noises, sound bytes, etc.
 - Capture a **diversity** of footage
 - When in doubt, keep filming



EDITING

- Organize your footage (by day, by scene, etc.)
- Creating the story:
 - Idea Blocking:
 - Write down main sequences or story points
 - Re-order them
 - Techniques to tackle editing
 - Cut intro, select key moments, cut outro
 - Center around sound bytes from voiceover or interview
- Editing software for your phone:
 - iMovie
 - Adobe Premiere Clip or Rush (paid app)



EDITING CONTD.

- Tools
- Basic Project Settings
- Adding in additional media

PRACTICE

Outline a hypothetical storyboard and
some shots for a TU Chapter event



FINAL TIPS



CAPTURE THE
STORY



SHOW, DON'T
TELL



EXPERIMENT



USE YOUTUBE
(OR REACH OUT
TO ME)



HAVE FUN!

Use these skills to
create your own
videos

NOW IT'S YOUR
TURN



THANK YOU

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