

Smartphone/Tablet Video Styles You Can Easily Do!

1

Direct-to-Camera

Characteristics:



AKA: “Talking Head” delivering valuable information about the topic.

-Your talent looks directly into the camera and delivers the information direct to the viewer with passion and authenticity

This approach works great for event promos, or updates from the joint information center during a disaster.

Suggested Length:

1-3 minutes, depending on your goal for the video

Example Script:

(Event Promo)

(Talent looks directly at camera the whole time)

“Hi this is Pete Sake from the County Hazardous Materials Division.

Have you ever wondered what kinds of recycled products and services are available to help your business?

I want to invite you to attend San Mateo County’s HazMaCon 2014 event on November 8th and 9th.

Over 300 vendors will be on hand to demonstrate the latest in recycled products of all kinds.

You’ll find the latest recycling technologies, useful products for business, and more!

To register, just click on the link below this video.

If you’re watching on YouTube, just go to HazMaCon2014.com.

All the top players in the hazmat and recycling industries will be there.

This is one event you won’t want to miss! Register today!”

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Interview

Characteristics:



This is an interview of the Big Boss, a Subject Matter Expert, or perhaps a client who is giving you a testimonial.

-You would use this style if you were trying to collect some video bites to use either as stand-alone comments on a web site, social media page or to distribute to media. Or, you may also want to incorporate their response(s) into a more comprehensive video, such as a Package (as described on the next page).

-The person being interviewed is looking at the unseen, off-camera interviewer

-Only the interviewee's voice will be used in the video, so the interviewer doesn't need to be wearing a microphone

-Remember to use the "Rule of Thirds" for framing a person for a video interview: subject framed to one side or the other, filling two-thirds of the screen, while the one-third remains open in the direction the interviewee is looking

Suggested Length:

The raw interview footage can be 3-5 minutes long if desired, because you are going to excerpt specific bites of 10-30 seconds in length to use in your final video

Example Script:

You ask the interviewee the questions. The interviewee is the only one wearing a microphone.

Though you may ask a number of questions and collect 3-5 minutes of video overall, ideally they will answer in relatively short sound bites. Here is an example:

(Public Health Officer)

"It is so essential that everyone get a flu shot. So far in Sacramento County, we've had 21 deaths from H1N1 flu, and the season isn't even over yet. H1N1 is different than typical flu, because it kills even healthy people. The flu shot can protect you, or at least lessen the severity of the flu if you do get it."

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Package

Characteristics:



This is a classic news-style report package: an interview sandwiched between an open and close from the “reporter”.

- Two lines of your spokesperson on camera
- 1-3 comments from Subject Matter Experts
- A closing comment from the spokesperson on camera
- Each speakers’ name is overlaid using a lower-third graphic or text, if available in your editing app

Suggested Length:

1-3 minutes, depending on how much content you wish to include, and how compelling the visuals and interviews are

Example Script:

(OPEN) (Spokesperson Biff Blacktop):

“Hi, this is Biff Blacktop from the transportation department. As you can see, I’m standing on Main street in front of the Kwicki Mart in the business district, and we are excited that the long-awaited repaving of Main Street through downtown will be starting on March 1st. However, it will have some impact to motorists that we want you to be aware of.”

(INTERVIEW #1) (Construction Planner Sharon Baron)

“We’re doing everything possible to keep traffic flowing during repaving. We’ll do the northbound lanes first, then the southbound lanes. We hope to finish the work in 5 days if the sun shines and the creek don’t rise.”

(INTERVIEW #2) (Agency Head John Jamb)

“I’m proud of our team, which has been planning this job for a year to make sure it goes quickly and has the least impact on motorists and businesses. We’re ready to get to work!”

(CLOSE) (Spokesperson Biff Blacktop):

“We’ve created a special web page to keep you updated on the repaving project. Just go to MainStreetRepave.org for the latest information, and follow us on Twitter for the latest advisories.”

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Photo Show (Or Video B-roll)

Characteristics:



Many of us take all sorts of photos while we are attending events. This is a great way to use them.

-You can assemble a quick slide show to show people what the event was like

-Use photos in your camera roll

-Use production music that comes with the editing app, or buy other licensed production music and put it on your phone. Do not use popular songs you don't have the rights to.

-Or, you can record an audio narration...a voiceover...and place photos to match the narration

Suggested Length:

1-2 minutes

Example:

Visuals: Photos appear for about 5 seconds each (or length of time you choose), with each dissolving smoothly into the next one.

Audio: You can use either:

1) A music bed background. YouTube has an extensive library of free production music you can download and put on your smartphone, tablet, or computer, and use with your project at: (<https://www.youtube.com/audiolibrary/music>) OR;

2) A short voiceover narration describing the event. You can record this narration with the video editing application and lay it down under the photos in the editing Timeline.

Kerry Shearer 2015