

Review Video Genres

- News
- Feature
- Documentary
- Instructional
- Marketing
- Curatorial
- Entertainment
- Music Videos

Learn how to develop story ideas

- Define a beginning, middle and end
- Address larger issue – ‘so what’ test
- Tell your story through people

Learn how to shoot digital video

- Camera shots
- Exercise: Shot Analysis
- Camera positions and moves
- Framing composition and rule of thirds
- WALLDO and money shots

Learn how to shoot interviews

- Select and work with contributors
- Camera shots for interviews
- Interview microphone tips
- Talent clothing and positioning
- Lighting an interview
- Interview tips

Group Video Project

- Develop video concept and main points
- Write the script
- Create a storyboard and shot list
- Record your footage