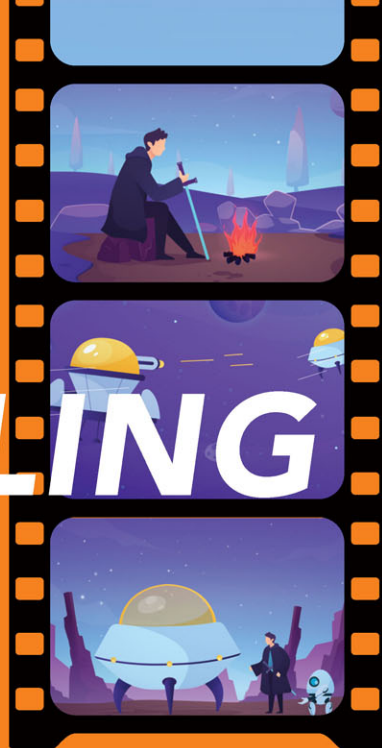


VIDEO STORYTELLING PROJECTS

A DIY GUIDE TO SHOOTING, EDITING,
AND PRODUCING AMAZING VIDEO
STORIES ON THE GO



RAFAEL "RC" CONCEPCION

New
Riders

VOICES THAT MATTER™

VIDEO STORYTELLING PROJECTS

**A DIY GUIDE TO SHOOTING, EDITING,
AND PRODUCING AMAZING VIDEO
STORIES ON THE GO**

RAFAEL "RC" CONCEPCION

Video Storytelling Projects: A DIY Guide to Shooting, Editing and Producing Amazing Video Stories on the Go

Table of Contents

Cover

Title Page

Copyright Page

Table of Contents

Acknowledgments

Biography

Introduction

The Words (Dear Mrs. Senderoff)

Vincent Laforet on Permission to Create

CHAPTER 1 The Elements of Story

Attention Capital: Spend It Wisely

Freytags Pyramid

Exposition

Inciting Incident

Rising Action

Climax

Falling Action

Dénouement

The Hero's Journey

Table of Contents

Key Things to Remember About The Heros Journey

Suit the Structure to Your Idea

The Three Pillars

Story Helps Us Change How We Feel

CHAPTER 2 How to Structure Your Story

Learning a New Language

Outline Your Idea: The Arc

Jasmines Arc: An Outlining Example

Build Your Idea: Shot Sizes

Frame Your Idea: Look Right Here!

Composition and Framing

Shot Movements

Put Your Idea Together: The Sequence

Ordering Your Shot Types

The Benetfits of Sequencing

CHAPTER 3 Previsualizing Your Idea

Working with Intention

The Shot List: Plan to Build. Build to Plan

Use Google Sheets or Microsoft Excel

Work Horizontal

Freeze Rows

Use Dictation

Work in Different Languages

Move to the Computer to Finish

From Outline to Shot to Scene

Organizing into Scenes and Shots

Shooting Out of Sequence

Scene 1, Take 5

Table of Contents

Expanding Your Lists for the Printout

Working with Storyboards

What to Include in a Storyboard

Video Storyboarding à la Robert Rodriguez

Anatomy of a Storyboard

Working with Scripts

Hollywood Script vs. A/V Script

Common Script Elements

The Day of Production

Think Like a Duck

Refer to a Paper Shot List

Use a Clapper/Slate

Stay Organized with Your Clapper and Shot List

Log Your Footage

The Payoff of Previsualization

CHAPTER 4 Working with Sound

Capturing the Sound

Polar Patterns for Sound Gathering

Microphones

Lavalier Microphones

Handheld Microphones

Field Recorders

Shotgun Microphones

Wireless versus Wired

Sound Recording Tips

Clipping

New Technology: 32-Bit Float Audio

Room Tone

Always Have Audio Backup

Table of Contents

Use Your Mobile Device Audio as a Guide Track

CHAPTER 5 Working with Video

Some Technical Specifications for Video

Video Resolution

Video Frame Rate

Lens Choice: Ultra-Wide, Wide, or Telephoto

Using a Video Tripod

Tripod Construction

Tripod Height

Ease of Adjustment

Lighting for Mobile Video

LED All the Way

Three-Point Lighting

On-Axis Lighting

Whats in My Rig?

Camera Cage: SmallRig All-In-One Video Kit

Tripod: SmallRig CT180 Video Tripod

External Lenses: Moment

Sound: Zoom F2 & F3, RØDE NTG-1

Start Small and Build Up

CHAPTER 6 The Importance of Dialogue

A Few Well-Chosen Words

Stick to the Appropriate Generation

Keep the Language Basic

The Four-Letter Word

Quirky Can Be Memorable

The Interview

Preparation Is Key

Table of Contents

Conducting the Interview

Technical and Logistical Concerns

CHAPTER 7 Everything in Its Place

Use a Project Folder

Import Your Video Footage

Name Your Files

Set Up a Premiere Pro Project

File Management

When Files Go Missing in Your Project

Naming Exported Files

Go Slow to Be Faster

CHAPTER 8 Assembling Your Story in Adobe Premiere Pro

A Practice Project: The Spot It Surprise

Download the Sample Projects Files

Review the Footage Folder

The Shot List: Your Video Storytelling Recipe

Creating the Premiere Pro Project

Importing Your Footage

Making and Using a Bin

Changing the Project Panel View

Creating a Sequence

Previewing and Adding Footage

Opening Files in the Source Monitor

CHAPTER 9 Basic Edits: Sharpening Your Point in Premiere Pro

Using the Selection and Ripple Edit Tools

The Selection Tool

The Ripple Edit Tool

Table of Contents

Exploring More Editing Tools

- The Rolling Edit Tool

- The Rate Stretch Tool

- The Remix Tool

Using Basic Effects in Premiere Pro

Final Touches

- Working with Multiple Layers

- Adding Graphics to Your Video

- Adding Titles and Credits

CHAPTER 10 Editing: Beyond the Basics

Artistic Editing Techniques in Adobe Premiere Pro

- The J-Cut and L-Cut

- The Importance of B-Roll

- Speed Ramping Video Footage

- Fading Audio Volume for Additional Control

- Duplicating Sequences

- Stabilizing Shaky Footage

Going Beyond Premiere Pro

- Using Creative Cloud Libraries

- Using Motion Graphics Templates

- Using Adobe Media Encoder

CHAPTER 11 Mobile Journalism Project

My Sample News Story: A 35,000-Foot Overview

- Your News Story May Vary

From Bullets to a Script

Recording the Video

- Using a Mobile Teleprompter

- SOTs and Additional B-Roll

Table of Contents

Assembling the News Package in Premiere Pro

Set Up Your Timeline

Edit Faster Using Keyboard Shortcuts

Build the Sequence

Overlay the B-Roll

Adjust Video Speed Using Rate Stretch

Use Motion Graphics Templates for Lower Thirds

Export Your Video

CHAPTER 12 Sharing Your Video Online

Hosting It Yourself

Working with YouTube

Uploading a Video to YouTube

Title, Description, and Thumbnail

Working with Transcripts in Video

Using YouTube Automatic Captions

Automatic Transcriptions in Premiere Pro

Converting Your Transcript to Captions

Customizing for Social Channels

Setting Presets for Sequences and Auto Reframe

Instagram, Twitter, and Facebook

Comments and the \$100 Bill

CHAPTER 13 Project: Card Game

The Project Assignment

Setting Up the Story

Creating a Shot List

Shooting the Idea

Assembling the Project

Editing Your Clips

Table of Contents

Adding Audio

Creating Titles and Credits

Exporting and Sharing Your Video

How Can You Measure Success?

Index