

Smartphone/Tablet Video Styles You Can Easily Do!








<p style="text-align: center;">1</p>	<h2 style="text-align: center;">Direct-to-Camera</h2>
<p>Characteristics:</p> 	<p>THE STYLE: A “Talking Head” expert or spokesperson for your company delivers valuable information about a topic</p> <ul style="list-style-type: none"> -Your talent looks directly into the camera and delivers the information direct to the viewer with passion and authenticity -This approach works great for how-to videos, demonstrations, event promos, and “news” updates
<p style="text-align: center;">2</p>	<h2 style="text-align: center;">Interview</h2>
<p>Characteristics:</p>  <p>(Hint: Use Rule of Thirds framing for your subject)</p>	<p>THE STYLE: This is an interview of a Subject Matter Expert, or perhaps a client giving a testimonial about the great service they received from your business</p> <ul style="list-style-type: none"> -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. -Typically, the person being interviewed looks at the unseen, off-camera interviewer. A variation on this would be to shoot the video as a “two-shot” with both the interviewer and interviewee on camera at all times.
<p style="text-align: center;">3</p>	<h2 style="text-align: center;">Package</h2>
<p>Characteristics:</p> 	<p>THE STYLE: This is a classic news-style report package: an interview or two sandwiched between an open and close from the “reporter” or spokesperson</p> <ul style="list-style-type: none"> -The format is: two or three opening lines from your on-camera “reporter” or spokesperson, followed by one to three brief comments from interviewees, and concluding with a wrap-up from the on-camera “reporter” or spokesperson -Each speakers’ name is overlaid during editing using a lower-third graphic or text
<p style="text-align: center;">4</p>	<h2 style="text-align: center;">Photo Show or Video Clip Show</h2>
<p>Characteristics:</p> 	<p>THE STYLE: A moving photo show with music or narration. Many of us take lots of photos at our events. This is a great way to use them!</p> <ul style="list-style-type: none"> -You can use photos in your phone or tablet’s Camera Roll assemble a quick slide show to show people what the event was like -Use production music that comes with the editing app, or record an audio narration



Accessorize Your Smartphone or Tablet

Smart, Low-Cost Add-ons That Guarantee Great Video and Audio for Your Social MultiMedia Projects!

Kerry Shearer | 2015

Selfie	What It Is/What It Does	Cost
	<p>Rode SmartLav This is a lavalier (clip-on) wired microphone made just for smartphones and tablets. It will give you great audio! The plug is the special “TRRS” plug that matches the mic/headset jack specific to smartphones and tablets.</p>	\$69
	<p>Extension Cable for SmartLav You’ll want to get one or two of these to extend the length of the SmartLav’s cable. Not just any cord will do: this has “TRRS” connectors on it, just like the SmartLav, which matches the connectors on smartphones and tablets.</p>	\$3 - \$6
	<p>Joby GripTight This is a small mounting clip that grips your phone securely and allows you to fasten your smartphone to any standard video tripod.</p>	\$15
	<p>Square Jellyfish Mini Tablet Tripod Mount This is similar to the GripTight, but larger, allowing you to mount larger smartphones and small tablets (like the iPad Mini) up to 7” in size to a standard video tripod.</p>	\$18
	<p>Charger City 9” iPad/Tablet Tripod Mount This is similar to the Jellyfish, but larger, allowing you to mount full-size iPads and tablets to a standard video tripod. There are other iPad mounting solutions out there; this is one of the lowest-cost.</p>	\$25
	<p>Heavy-duty “L”-Bracket Mount the Joby GripTight to this handle, snap in your smartphone, and you have a steadier platform for handheld shots. Includes accessory shoes for things like a video light.</p>	\$8
	<p>Chromo 160-light LED Video Light This battery-operated light is perfect for video interviews. It has an adjustable dimmer so you can dial in just the perfect amount of light to make your interviewee look fabulous.</p>	\$28

For your convenience, all of these items are on my Amazon Associates store at:

www.CommunicatorsTechStore.com
(sold and shipped directly through Amazon)