



one day video workshop

Learn how to tell real stories
that inspire your people

OBJECTIVE

To create a 60 second video on your iphone or ipad. It will be shot, edited and finished with music and sound effects in one day.

What you'll learn:

- How to plan a story.
- How to interview.
- How to shoot.
- How to edit.
- How to upload.

What you will need:

- 5 iphones or ipads.
- Optional extras – 5 lapel microphones or shot gun microphones with extension cable – either can be used but the shot gun microphone will be easier to manage. (We can help you source these.)

the workshop

PART ONE

INTRODUCTION AND HOW TO PLAN A STORY

Why are you here?

What stories do you want to tell?

How do you craft a story to achieve the results you want?

What are the four key elements of great storytelling?

What's YOUR story?

PART TWO

HOW TO INTERVIEW AND SHOOT YOUR VIDEO

What are the secrets of a great interview?

What kind of questions should you ask?

How should you frame your shots?

What else should you film?

What are the biggest mistakes that first time video makers make?

What are the best audio solutions?

PART THREE

HOW TO EDIT AND UPLOAD YOUR VIDEO

How do you edit an interview?

How do you choose which grabs to use?

How do you split grabs, delete grabs and move them around on a timeline?

How do you add additional footage?

How do you add music and what legalities are there around music use?

How do you upload your video to a platform to share?

PART FOUR

MOVIE TIME

Let's all watch your finished video! What did everyone learn?

BUDGET

\$10,000 +GST
for 15 people
in 5 groups of 3

