



WHITMAN HANSON  
COMMUNITY ACCESS

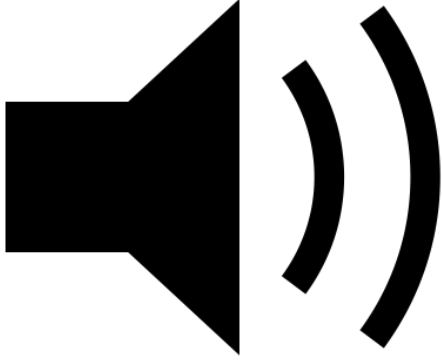
# GUERRILLA VIDEO TIPS

Shooting with what you have, where you are.

# CONTENTS OF THIS TRAINING:

- Audio
- Video
- Lighting
- Shot composition
- Storytelling
- Software recommendations
- Publishing options

# AUDIO: AVOID EXTRANEIOUS NOISE



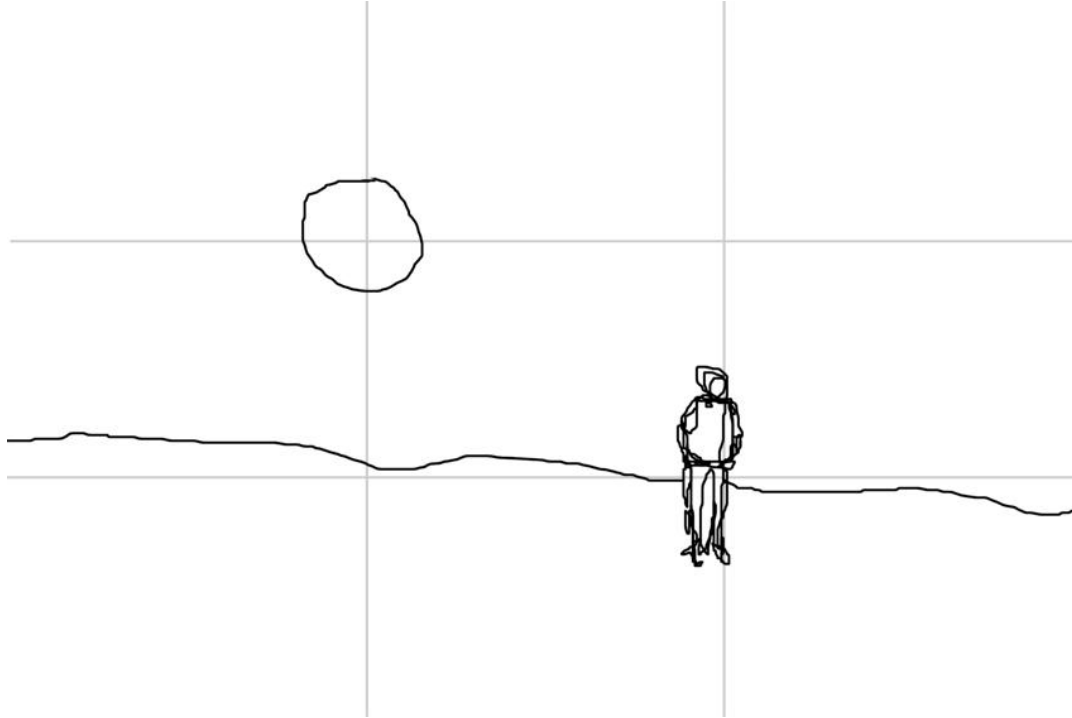
# AUDIO: USE A MICROPHONE IF YOU CAN



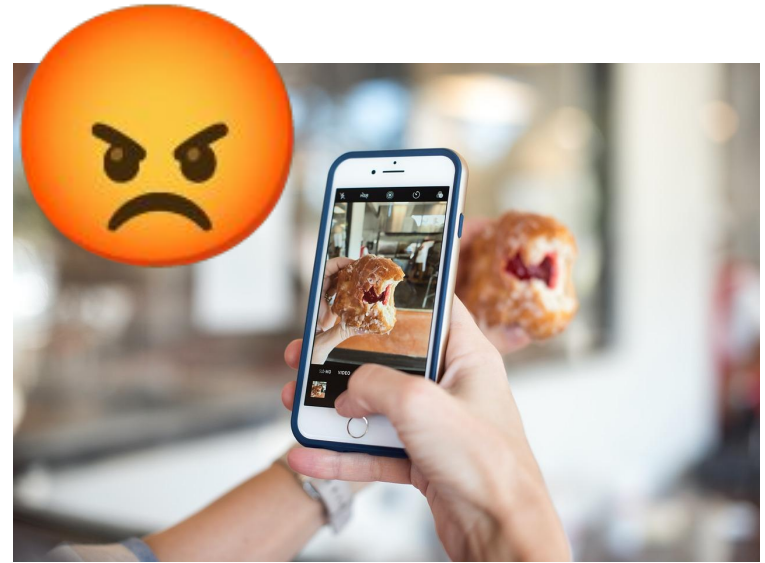
AUDIO: GET CLOSE, BUT KEEP YOUR SOCIAL DISTANCE



# VIDEO: COMPOSITION



# VIDEO: SHOOT HORIZONTALLY IF IT WILL BE VIEWED THAT WAY





# VIDEO: CAMERA SUPPORT



## Good

Holding the camera horizontally in a stable manner while minimizing movement is a good start.



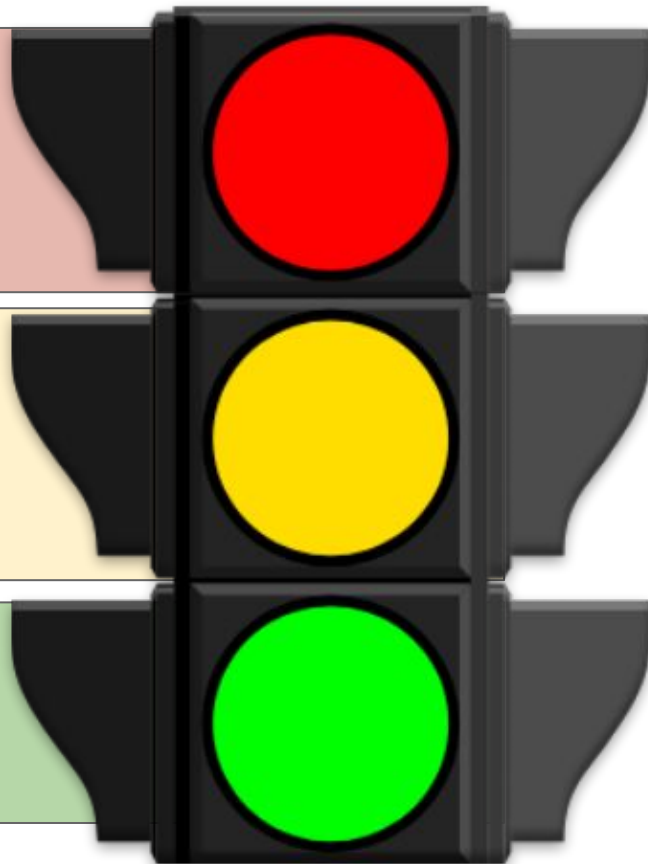
## Better

Horizontal orientation while gripping the camera backwards allows bracing of the elbow on your torso. A second arm can further stabilize.



## Best

The best option is always to set the camera down and avoid jostling it. Products like the gorillapod (shown) are great options allowing for much versatility.





# VIDEO: SHOT TYPES



**Extreme Wide Shot**



**Medium Close up**



**Wide Shot**



**Close up**



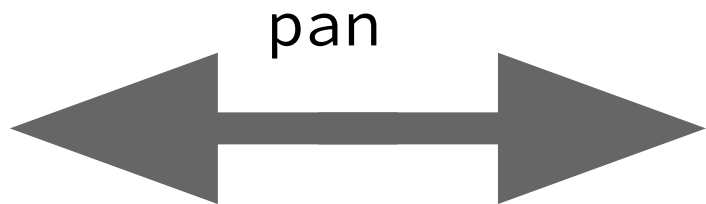
**Medium Shot**



**Extreme Close up**

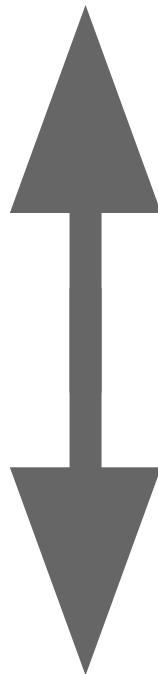
Shot types are usually defined by proximity to the subject. Frequently this is accomplished with “zoom”.

# VIDEO: CAMERA MOVEMENT



Camera movements  
from side to side

t  
i  
l  
t



Camera movements  
up and down

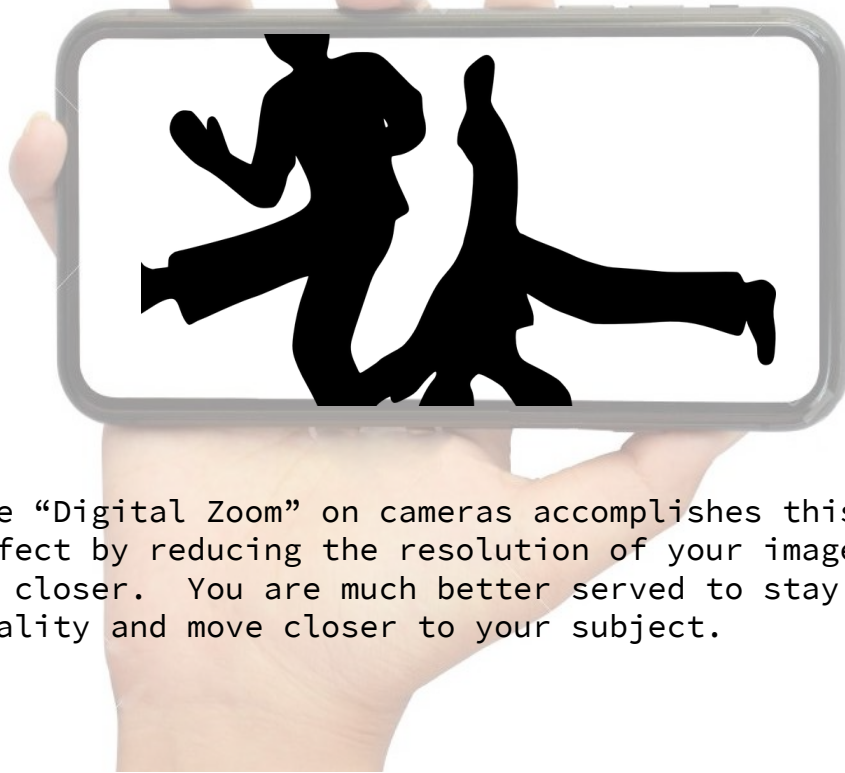
ZOom



Showing more or less  
of a subject

# VIDEO: CAMERA MOVEMENT (PART 2)

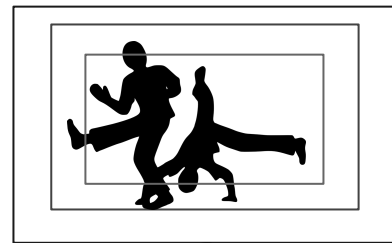
Instead of zooming, move closer to your subject.



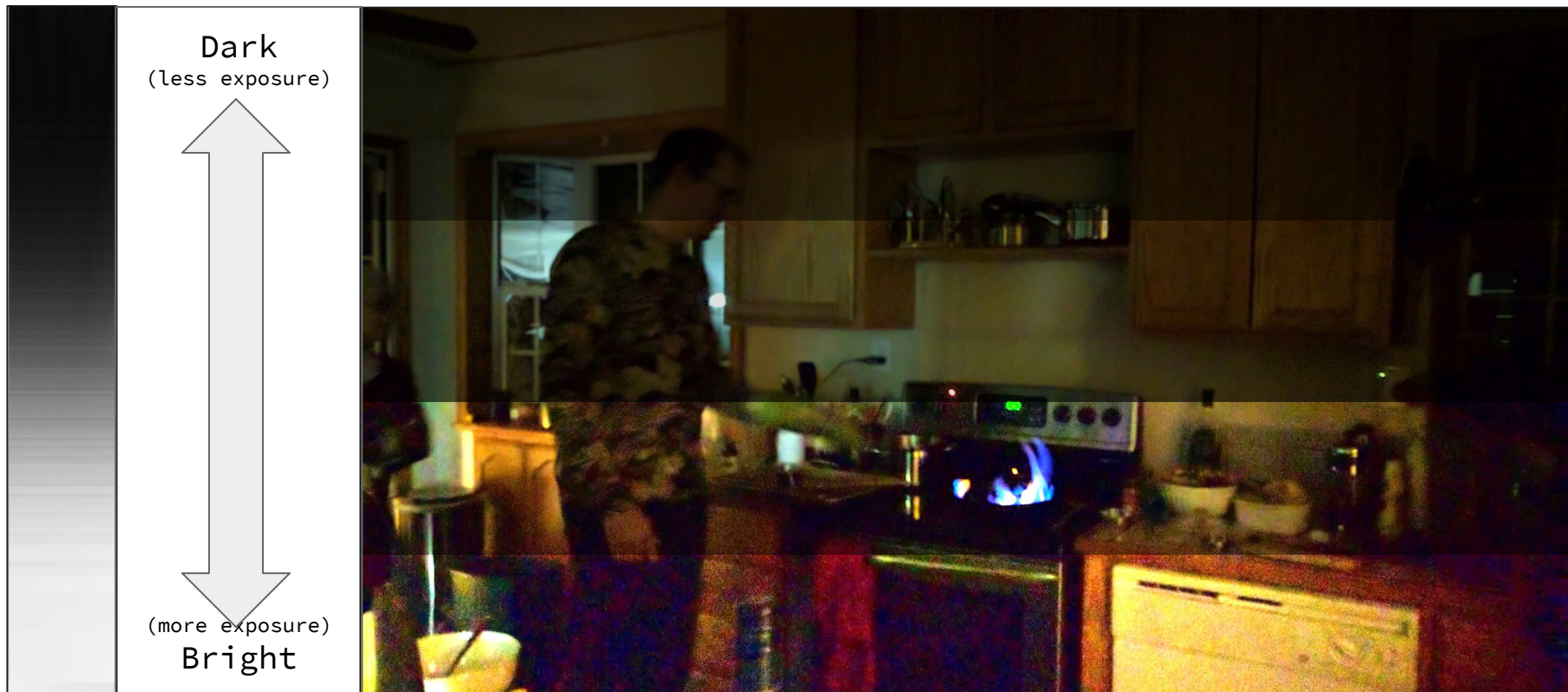
The “Digital Zoom” on cameras accomplishes this zoom effect by reducing the resolution of your image to bring us closer. You are much better served to stay at full quality and move closer to your subject.



**Don't zoom**  
Move your feet.



# VIDEO: EXPOSURE



# LIGHTING: JUST SAY NO! TO BACKLIT SUBJECTS.

In the setting/scenario below: Choose approach A, not B.



A. Use natural light in your favor



Good

B. Do not shoot into a light source



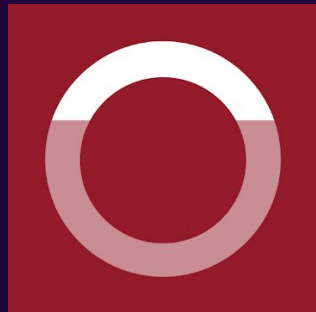
Bad



# SOFTWARE: ADVANCED CAMERA



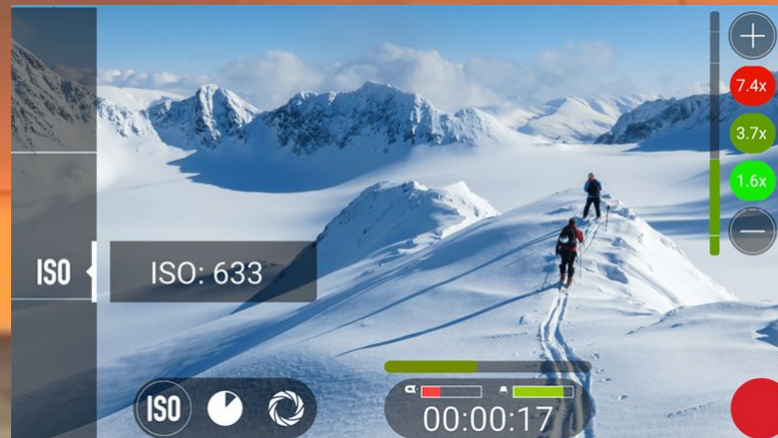
# iOS



# FILMIC

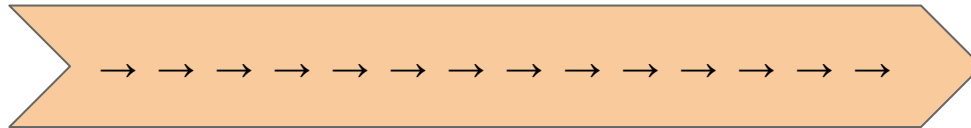
Advanced  
photo/video  
Camera app

*\*Free*



# STORYTELLING:

How do I tell my story? Here is a 1 minute example:





SOFTWARE: VIDEO EDITING



iOS



**ADOBE  
PREMIERE  
RUSH CC**

*\*Free*



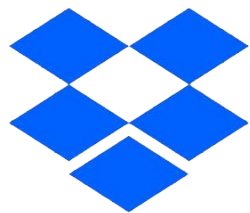
# SUBMISSION:

Submit via WHCA's website at:  
[www.WHCA.tv/submit](http://www.WHCA.tv/submit)



**Choose a file** or drag it here.

UPLOADING: OTHER PUBLISHING LOCATIONS



**Dropbox**