

Digital Media Tips

For Public Information Officers

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Agenda

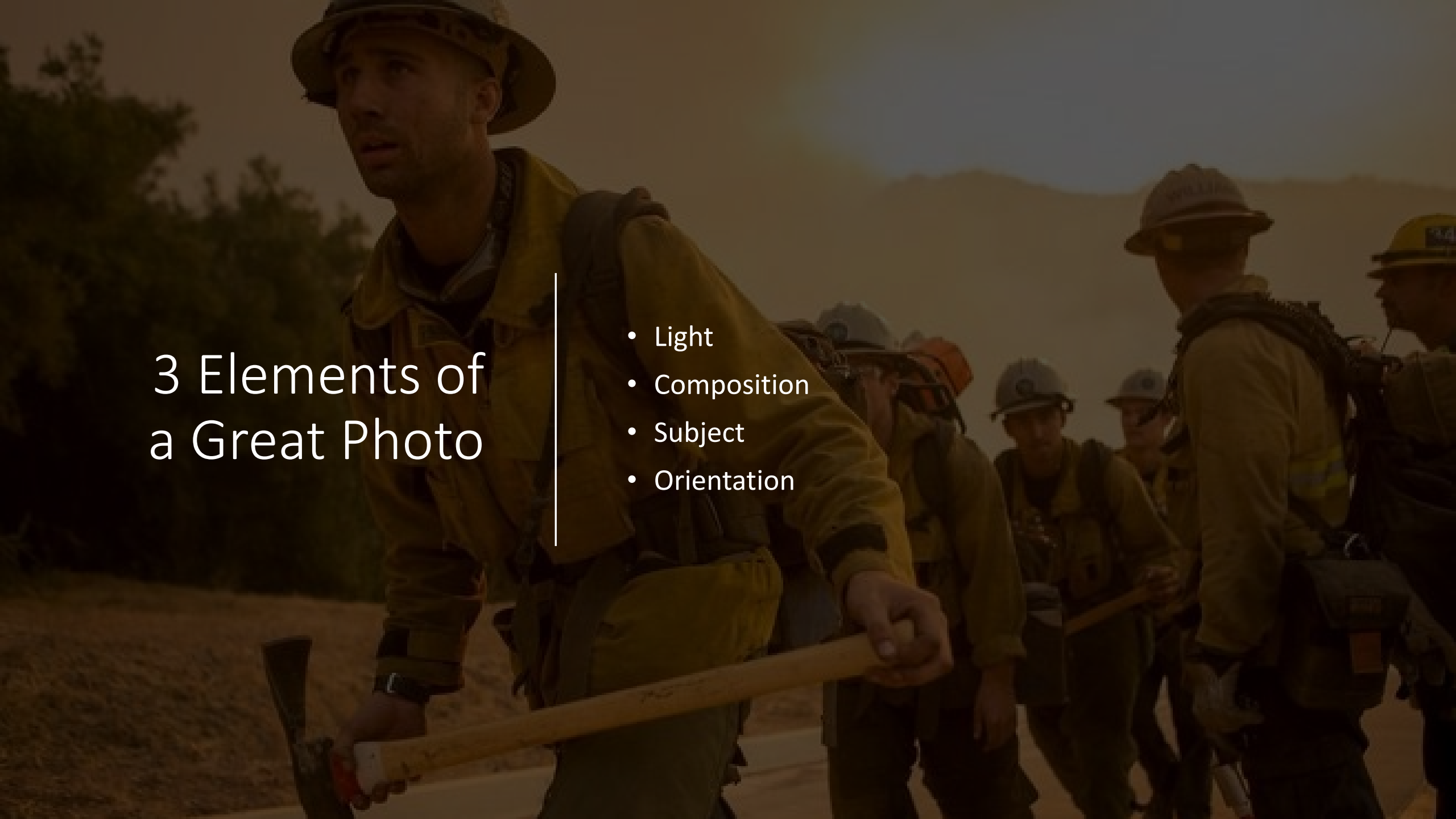
Photography Review

Smart Phone Photography Tips

- Orientation
- Lighting
- Subject
- Composition

Getting started with Video

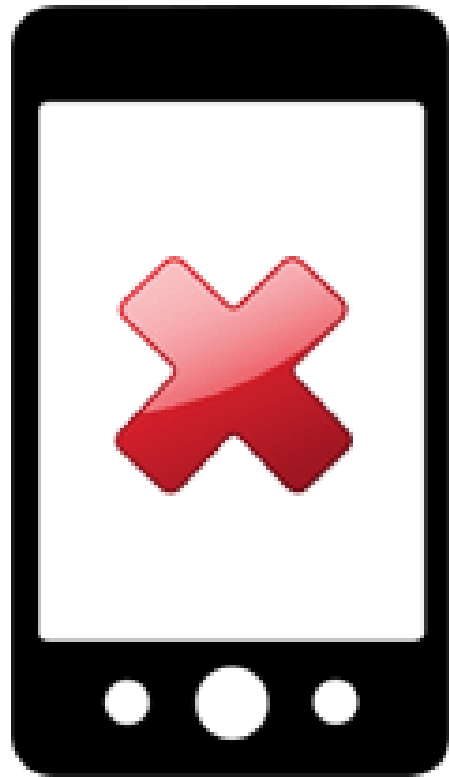
- Tools and preparedness
- Storyboarding
- Lighting, Composition, Subject, Audio
- Editing

A photograph of a group of firefighters in a desert environment. In the foreground, a firefighter wearing a tan helmet and jacket is looking off to the side, holding a long-handled tool. Behind him, several other firefighters in similar gear are visible, some looking towards the camera. The background shows a hazy, arid landscape with mountains in the distance. The image has a warm, golden-brown color palette.

3 Elements of a Great Photo

- Light
- Composition
- Subject
- Orientation

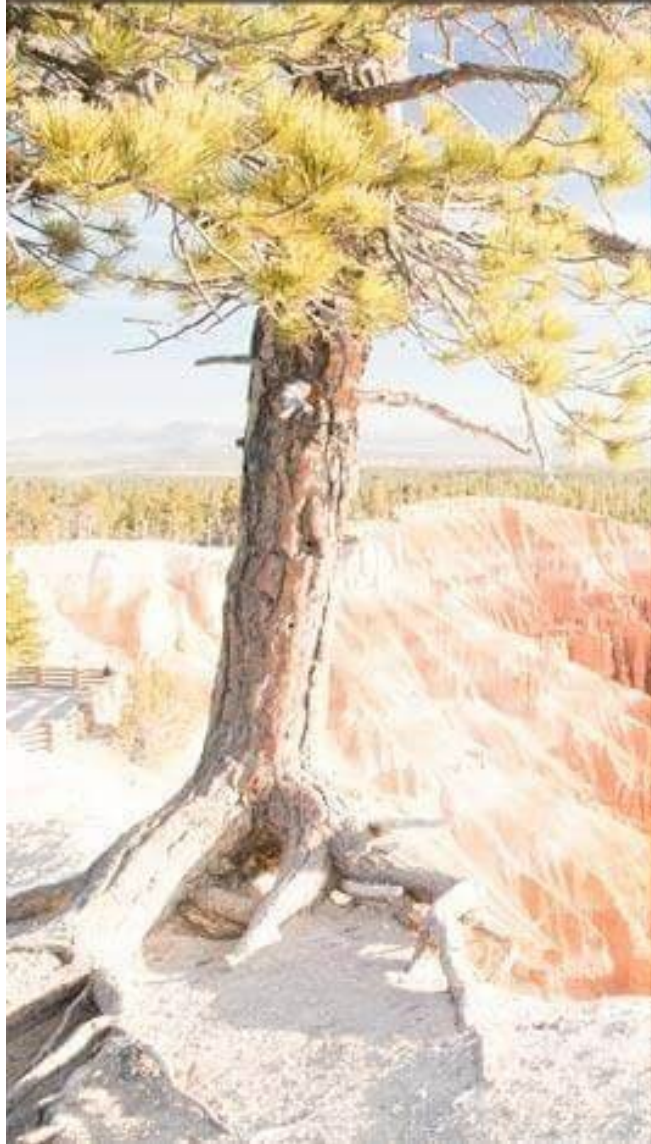
Portrait



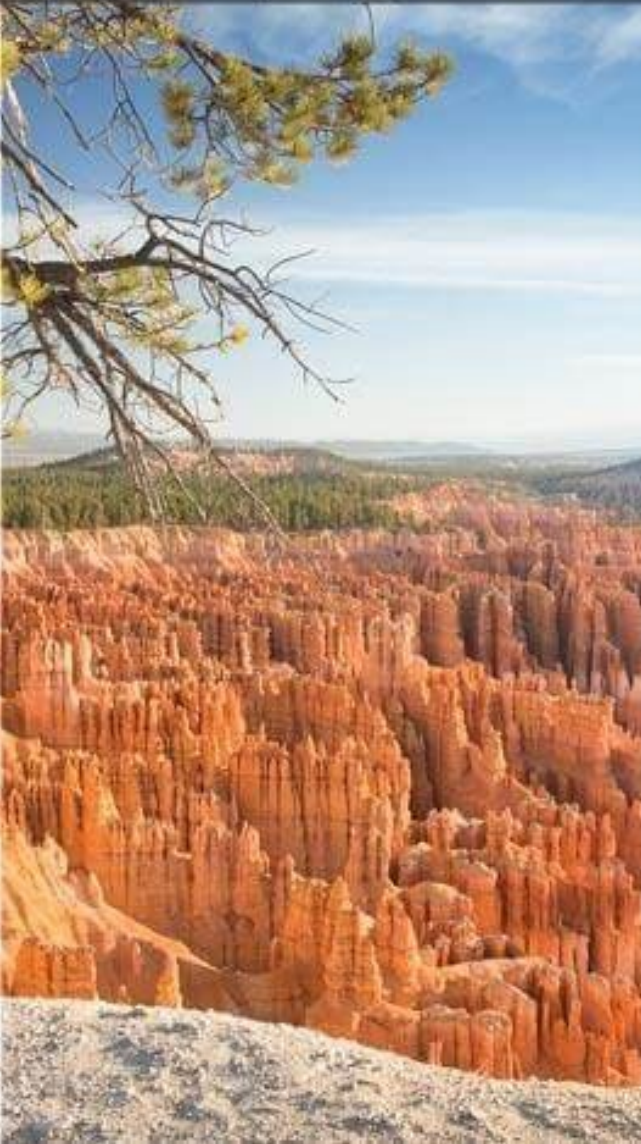
Landscape



Overexposed



Correctly
Exposed



Underexposed



Phone Exposure

- Start by tapping to set focus.
- Then swipe up or down to adjust exposure.



Lighting Tips

- Avoid harsh light: if indoors, find a spot next to a big open window. If outdoors, the edge of a shaded area is great spot to place a subject.
- If you have the ability to plan your shoots, research them before hand to determine the best time of day to shoot that location. Midday is often the worst time to shoot outdoors.
- Experiment from different angles with the light source in front of, behind, or to the side of your subject.



Settings		< Settings	Camera
 Photos	>		
 Camera	>		Preserve Settings >
 Books	>		Grid 
 Podcasts	>		Scan QR Codes 
 Game Center	>		Record Video 4K at 30 fps >
			Record Slo-mo 1080p at 120 fps >
 AfterFocus	>		Record Stereo Sound 
 Afterlight	>		Formats >
 Amazon	>		
 Amazon Photos	>		COMPOSITION
 AU Mobile	>		Photos Capture Outside the Frame 
 Audible	>		Videos Capture Outside the Frame 
 B&Q	>		Capture the area outside the frame of the photo or video to improve composition. If the area around the frame is not used to make corrections, it will be deleted after 30 days.
 BBC iPlayer	>		HDR (HIGH DYNAMIC RANGE)
 BBC News	>		Smart HDR 
 BBC Weather	>		Smart HDR intelligently blends the best parts of separate exposures into a single photo.



Composition

- Avoid cutting off parts of the subject, or the subject's movement
- Minimize distractions or confusion - don't want viewers to have to figure out what the subject is or why you captured the photo
- Use rule of thirds, leading lines
- Tell a story



Subject Tips

- Tell a story:
 - Is the setting important? Take a few steps back and show more of it.
 - Setting not essential? Get in close for an intimate look at subject
 - When photographing people, look for **emotion** and **action**
- Practice portraying subject in unusual ways – can you get above or below your subject?
- Consider placement





















BONDURANT
POP 100
ELEV 6588

**FIRE
TRAFFIC
AHEAD**



Purposes of Visual Information



Catch people's attention



Further our message



Share our
work/successes



Provide needed
information

How to take great photos on your smartphone



Natural lighting is best



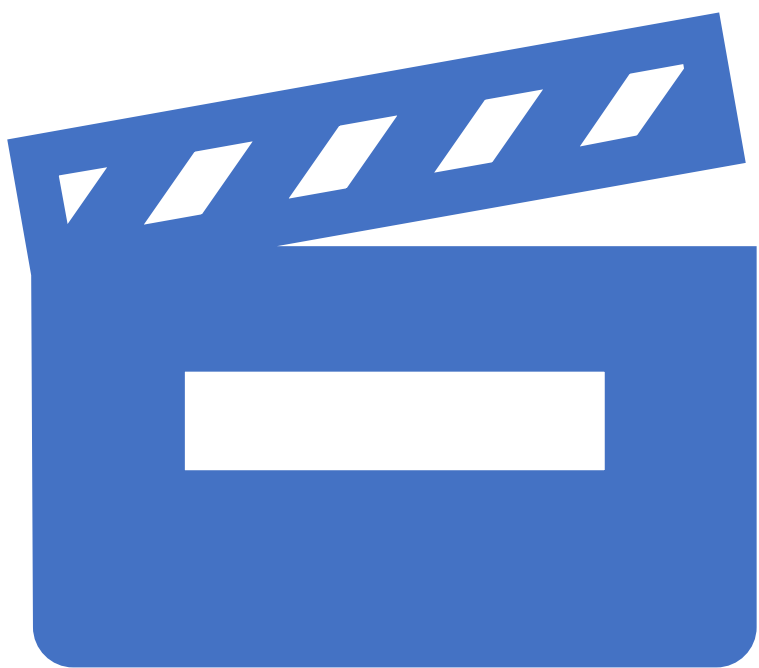
Use horizontal orientation



Apply gridlines & adjust exposure if needed. Get to know your camera!



Don't forget to clean your lens



Videos

What do you need?

Camera

- DSLR, smart phone, GoPro, 360

Mics

- Lavelier mics, wired/wireless

Tripod

- Rigid, flexible, gimbal

Light source

- Outdoor, indoor, ring light



Storyboarding

STORY BOARD

DURATION (MAX): 30 SECS

COLA LIFE VIDEO FOR GOOGLE 10^100



5TH BOTTLE
DRAINS &
FACE FALLS
OFF

[NOTES] ③ FACES ALIGN
ON BOTTLES

TO WHERE THEY
ARE NEEDED
AND SAVE
MILLIONS OF
YOUNG LIVES

SCENE

PAGE

SHOT #

SHOT #

SHOT #

ACTION

ACTION

ACTION

DIALOGUE

DIALOGUE

DIALOGUE

FX

FX

FX

How to Storyboard

Identify objective and key messages

Examples:

- Objective: provide evacuation status update to residents anxious to return to their homes.
- Key messages:
 - Areas x, y, and z remain under evacuation due to hazards such as a, b and c.
 - Firefighters are working to mitigate hazards by clearing hazard trees from the roadway.
 - Residents will be allowed to access their homes when work is complete and the road is safe. The next update will be x/y.

Pre-
production
Planning and
Preparedness

Batteries charged

Memory cards empty

Know your equipment

Lenses are clean

Shooting

Lighting

Audio

Composition

Subject

Lighting

- Avoid harsh light and shadows across the face
- Beware shadows from hats and helmets





Audio

- Outdoors: avoid wind, machinery, roads
- Indoors: avoid appliances, fans, AC units
- Utilize a wired or bluetooth lavalier (lapel) mic: position 6-8 inches away from speaker's mouth



Composition

- Use a tripod
- Shoot in landscape orientation





Composition



- Close-up, medium shot, long shot
- High angle/low angle
- Don't forget b-roll/photos



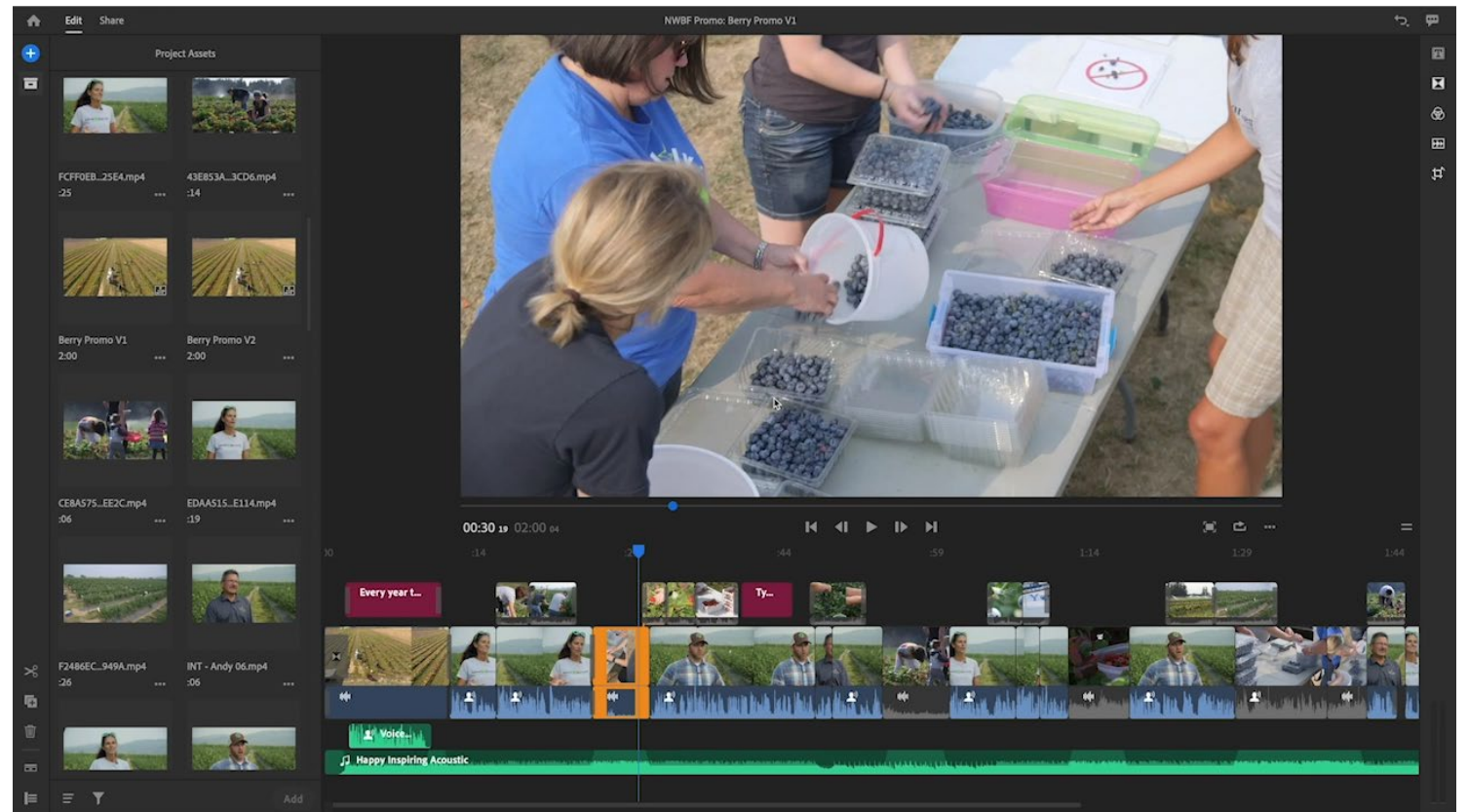


Subject

- Subjects should be comfortable and engaging
- Shoot chest up

Editing

- Importing to media library: video clips + audio files
- Create timeline
- Crop and splice
- Transitions
- Text
- Adjust Sound
- Export





Editing Tools



- iMovie
- Windows Movie Maker
- Adobe Premiere Pro
- Adobe Rush
- DaVinci Resolve
- Movavi

