

# Picture This!

**Easy and Strategic Video for  
Your Parish Social Media Package**



# Why use video on the web?

- cheap
- easy
- ability to target audience
- ability to track data
- personal
- people expect it



Picture This! Easy and Strategic Video for Your Parish Social Media Package

# Where to begin?

## Three Equipment Categories

- Professional
- Prosumer
- Consumer



# Where to begin - Three Equipment Categories

## **Professional**

- \$5,000.00 - \$25,000.00
- Rugged
- Used daily/weekly
- Glass lens
- Professional features



# Why is professional a bad idea for the parish?

- too expensive
- hard to use
- heavy
- required support equipment
- fear of using it



# Where to begin - Three Equipment Categories

## **Pro-sumer**

- \$1,000.00 - \$2,000.00
- fragile
- plastic lens
- some professional features



# Why is Prosumer a bad idea for the parish?

- too expensive
- fragile
- plastic lens
- some professional features, hard to learn
- fear of using it



# Where to begin - Three Equipment Categories

## **Consumer**

- \$200.00 - \$700.00
- fragile
- plastic lens
- features depend on model
- easy to use





# Why is Consumer a good idea for the parish?

- easy to replace
- lite, fits in your pocket
- easy to use
- no fear of using it



# How to make better Flip Videos

## 1. The Rule of Threes

**wide**



**medium**



**tight**



Most amateur videos are recorded from a single angle, typically from the back of the room. At the birthday party, the moviemaker stands back and hits the record button, zooms in and out, pans left and right, capturing everything that is going on.

A better option is to divide every scene into three parts: wide, medium and tight. Hold each shot for a minimum of ten seconds. For example, at a party, stand in the back of the room and record a ten second wide shot. Pause the camera off.

Walk up to the birthday boy/girl and record a ten second medium shot. Pause the camera off. Hold the camera next to the birthday cake and record a ten second close up shot. The results will be more pleasing to the eye. Later, you can edit the material to make it even better.

# How to make better Flip Videos

## 1. The Rule of Threes

## 2. No Zooms!



If you want to get closer, walk closer. The most common home movie mistakes are made with the zoom. It is almost impossible to hold the camera steady when you are zoomed in.

Watch a Hollywood movie and turn the sound down. Count the number of times you see a zoom. Not many. You may see a dolly or truck. The entire camera is rolled in/out/left/right using a track system.

The Steadi-cam is a device sometimes used by Hollywood. Either way, the zoom is rarely used. The zoom is used in professional sporting events. In this case, the quality of the lens and tripod systems are light years beyond your home movie camera. Plus, the camera is run by a professional.

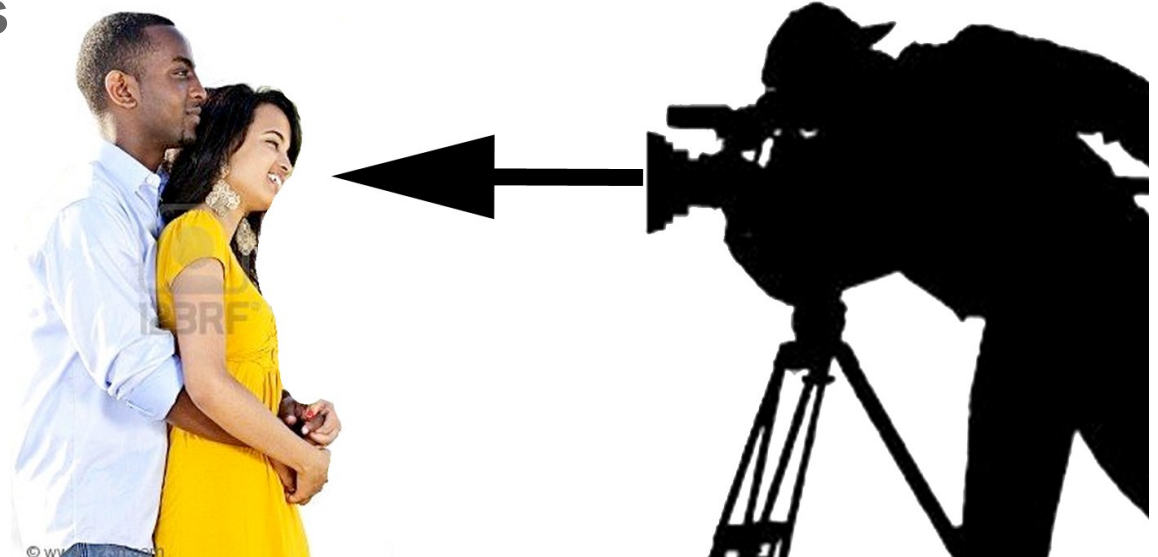
When it comes to home movies, keep your lens at the maximum wide angle. Get up out of your chair and move to the next shot when you want a close-up or medium shot.

# How to make better Flip Videos

1. The Rule of Threes

2. No Zooms!

3. Shoot humans  
at eye level



**Keep the lens of the camera at eye level. Don't stand over Billy as he sits and blows out the candles. Hold the camera so that the lens parallel with is face. This will make your subjects appear more credible.**

# How to make better Flip Videos

1. The Rule of Threes

2. No Zooms!

3. Shoot humans  
at eye level

4. **Keep light source to  
your back.**



When indoors, don't shoot into an exterior window. You can't compete with God's light source! Put your back to the window. Your camera will be much happier. When outside, try to record with the sun to your back. You will find that this is much easier in the early morning or evening when the sun is low in the sky. Again, notice Hollywood movies. It is always sunset!

# How to make better Flip Videos

## 1. The Rule of Threes

## 2. No Zooms!

## 3. Shoot humans at eye level

## 4. Keep light source to your back.

## 5. Get the mic close.



When recording the human voice, make sure your camera (and the attached omni-directional microphone) is within three feet of the person talking. The microphone on your camera is **omni-directional**. It picks up sound from every direction evenly. Home moviemakers often wonder why they can't hear the speaker standing across the crowded room? If you want to hear the person speaking, walk over and record the person from three feet away. You will like the results.

# How to make better Flip Videos

**1. The Rule of Threes**

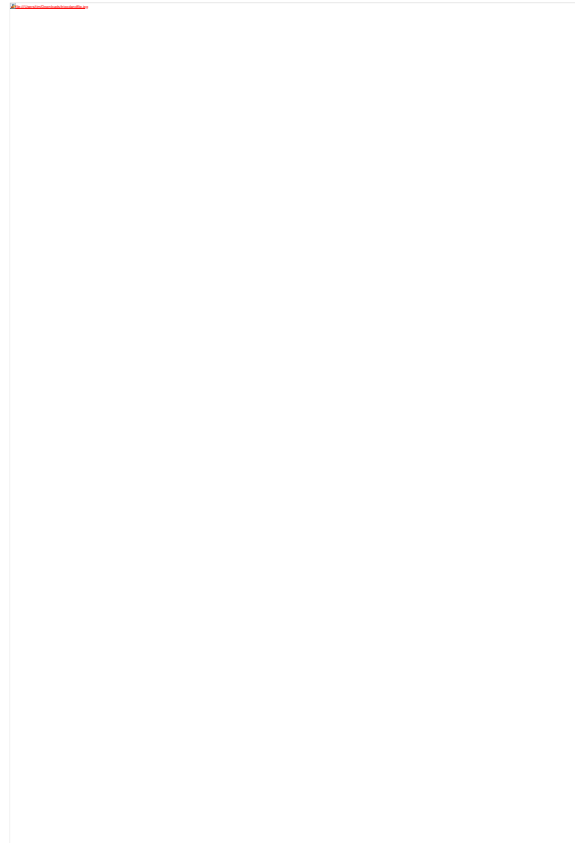
**2. No Zooms!**

**3. Shoot humans  
at eye level**

**4. Keep light source to  
your back.**

**5. Get the mic close.**

**6. Use a tripod.**



# Editing Software

**1. Final Cut Pro**

**2. Avid**

**3. Adobe Premier**

**4. Pinnacle STUDIO HD 15**

**5. Windows Movie Maker**

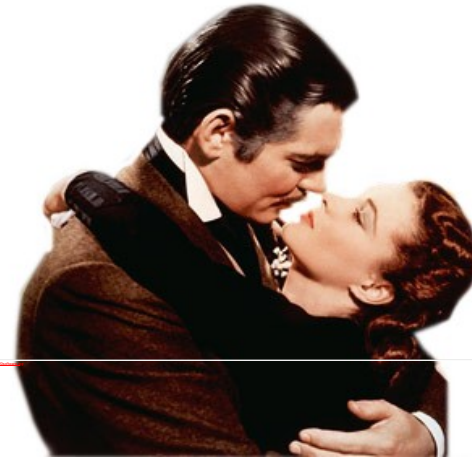
**6. I Movie**





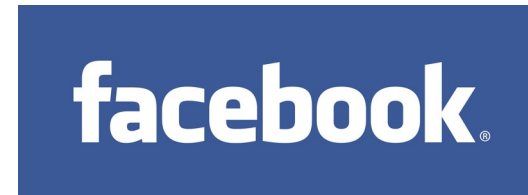
# Editing Tips

- 1. Gone with the Wind has two visual effects, cut's and dissolves.**
- 2. Have a reason for using an effect.**
- 3. Keep it simple!**



# Uploading Tips

1. Youtube, big audience
2. Facebook, spread it around
3. Vimeo upload big files
4. Heyspread, Mass-distribute your video content to multiple video sharing sites to get exposure and reach a mass-audience.



# Uploading Tips

1. Video Format:  
H.264
2. Data Rate, 4000 kbps
3. Image Size, 1280 x 720
4. Quicktime Pro

