

PHONE-BASED VIDEOGRAPHY

Master the basics of the video production process using a
mobile device





USING CREATIVE MEDIA TO INFORM,
EDUCATE, AND INSPIRE THE CURRENT
AND NEXT GENERATION OF AG

OVERVIEW



VIDEO

AgriStudios produces engaging videos for partners in agriculture who need to create awareness, educate, entertain, and advocate.

No two projects are the same, so we work together to identify needs, create a solution using digital media, and get to work on accomplishing that goal.



ROOTED IN

I grew up on a farm in Central Montana, gaining first-hand experience in what it takes to grow dryland crops and raise cattle.

By continuing to learn about ag today and tomorrow, I'm able to better understand client needs and put a plan into action.



ADVOCATING FOR AN ESSENTIAL INDUSTRY

Agriculture was recently designated as the fastest growing sub-genre on YouTube. Consumers are becoming more interested in farming and the rural lifestyle. Creating content for social media is playing an important role in bridging the producer/consumer gap.

WHAT WE'LL LEARN

- 1 IDENTIFY VIDEO GOALS
- 2 ESTABLISH A GEAR KIT
- 3 SET UP AN INTERVIEW SHOT
- 4 B-ROLL STRATEGY
- 5 BACKUP AND SEND TO EDITOR

PLANNING A VIDEO SHOOT - EXAMPLE

PRIMARY OBJECTIVE

Highlight the significance of the MCDEO SET event
1-2 min event recap with testimonials
Recording of full workshop

A-ROLL

- Interviews from 2 - 3 attendees
- Interviews from 2 - 3 speakers
- Highlight clips from speakers
- Record full workshop session

*Have some interview questions
ready to go.

B-ROLL

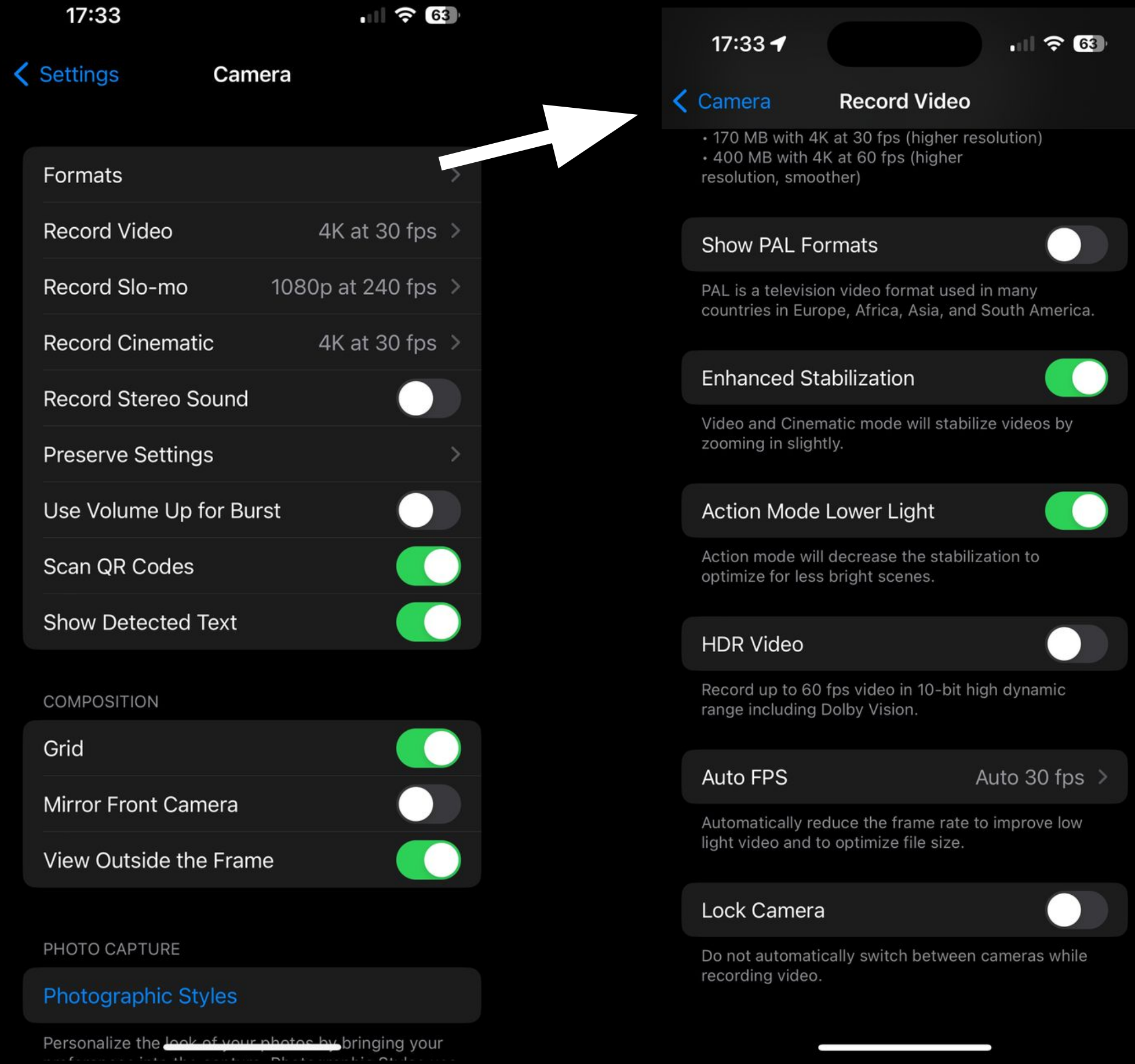
- Fort Peck area
- Attendee interactions
- Speakers presenting
- Visual aids (what the speaker is talking about)
- Presenter/audience interaction

SELECTING A DEVICE



- iPhone 12 or newer
- Google Pixel series
- Samsung Galaxy series
- Tele camera can come in handy
- STORAGE SPACE: 128GB+
- Battery life (have extra power nearby)

CAMERA APP SETTINGS (IOS)



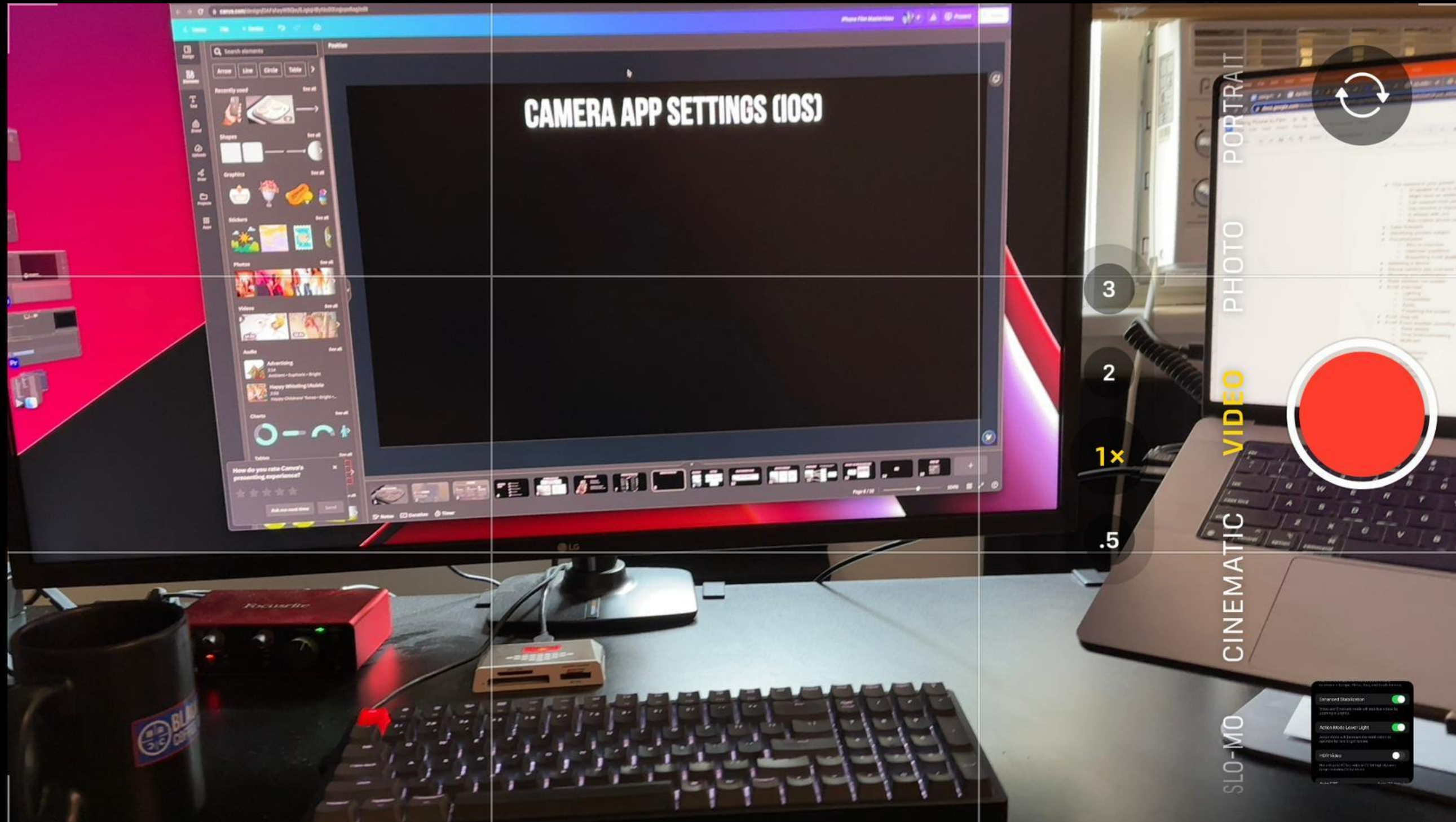
CAMERA APP SETTINGS (IOS)

30

4K



ProRes



GEAR RECOMMENDATIONS

iPhone Video Kit Showing 1 - 5 of 5



Aputure MC
RGBWW LED Light

★★★★★ 284

\$90.00



Rode SC15
Lightning USB Type-

★★★★★ 70

\$25.00



Rode Wireless ME
Compact Digital

★★★★★ 3

\$149.00



Magnus TR-13
Travel Tripod with

★★★★★ 86

\$74.95



Glide Gear
Professional

★★★★★ 6

\$29.99

AUDIO QUALITY > IMAGE QUALITY

A-ROLL: INTERVIEW DEMO

 A video frame showing a man in a white hoodie sitting in front of a window. The frame is overlaid with a white grid. The text "A CAMERA" is visible in the bottom right corner of the frame.	 A video frame showing a man in a dark jacket sitting in a chair. The frame is overlaid with a black grid. A red arrow points from the man's face towards the left, with the text "looking off camera" in a red box above it.
<p>Correct</p>	<p>INCORRECT. Looking the wrong direction.</p>

A-ROLL: VLOG/DIRECT ADDRESS DEMO

A-ROLL: FULL RECORDING OF PRESENTATION

- Use 2 devices
 - One is on a tripod at a fixed wide angle
 - One gets closeup shots
- Start with full battery and plenty of storage
 - Consider using 1080p if storage is an issue
- Mic up the presenter or capture the AV system audio

B-ROLL

- Multiple angles
- Multiple subjects
- Be creative but keep it simple
- Check your focus!
- 8+ seconds per clip
- STEADY movement

BACKUP AND UPLOAD

After every
shoot

DIRECT TO COMPUTER



UPLOAD TO CLOUD



Q&A

THANK YOU!



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