

**BECOME A
CONTENT PRO
iN 60 MiNS**



**WHAT
MAKES
CONTENT
'GOOD'?**



IT'S ALL ABOUT FEELINGS

Before you start taking content, it's always useful to ask yourself the following questions:

- Why are we making this content?
- Whom are we talking to?
- What do I want the viewers to feel?
- How can I deliver the message in the best way possible?



IT'S ALL ABOUT ETHICS, TOO!

Ethical storytelling isn't just about doing the right thing - it's the foundation of creating authentic, powerful films that truly connect with your audience. Always consider the following:

- Share raw footage with your subjects
- Allow them to make any changes if they want to
- Work with them and not in spite of them



**WHAT CAN
YOU FiLM?**



THE LIST GOES ON AND ON

With new trends coming up every day, the possibilities for content are endless. Things you could film may include:

- Pieces to camera
- Behind the scenes
- B-roll
- Interviews
- Before and after



**FILMiNG
WiTH YOUR
PHONE**



IT'S SYMPRACTICAL!

- Modern smartphones are powerful video tools: they can produce professional-quality footage when used correctly.
- Always available: your phone is with you in the field - ideal for capturing spontaneous moments.
- Cost-effective: no need for expensive cameras; learn to maximise the device you already have.
- Convenient sharing: footage is immediately ready for social media or internal comms.



SHOOTING IN AUTOMATIC MODE

- Set your phone to record in Full HD (1080 p) or 4 K. Shooting in 1080 p at 30 fps is perfect for most internal and social-media content, while 4 K at 30 fps provides extra detail.
- Turn on video stabilisation. Enable your phone's optical/electronic stabilisation (OIS/EIS) modes.
- Use the camera grid and AE/AF lock. Activate gridlines to help keep horizons level and compose shots. Lock focus and exposure by tapping and holding on your subject.



HAVE YOU TRIED THE NINJA WALK?

- Human tripod: Hold your phone firmly with both hands and tuck your elbows into your body to create a “human tripod”.
- Lean on stable objects: Rest against a wall, table or railing to reduce sway. Use your body to absorb bounces and shakes.
- Move smoothly: When walking, bend your knees slightly and take small heel-to-toe steps (the “ninja walk”).
- Breath control: Take a deep breath and exhale slowly while filming to minimise micro-movements



COMPOSITION & FRAMING



RULE OF THIRDS

- Rule of thirds: Visualise a 3x3 grid; place your subject along grid lines or at intersections to create balanced compositions. For example:



DON'T FORGET

- Plan purposeful B-roll: Mix wide, medium and close-up shots to tell a story; plan ahead and scout locations for composition.
- Vary angles: Experiment with high-angle, low-angle, point-of-view or Dutch-angle shots to add interest.



**TIME TO
PRACTICE!**






LET THE STEVEN SPIELBERG IN YOU SHINE



In groups of three, come up with a short plan to film a 25-second-long video following the rules we've just discussed.

Only use one smartphone, and make sure you film a variety of shots, including a piece-to-camera. If you have any questions, please feel free to ask me. You don't need to edit the video just yet - that's what the next segment is about!



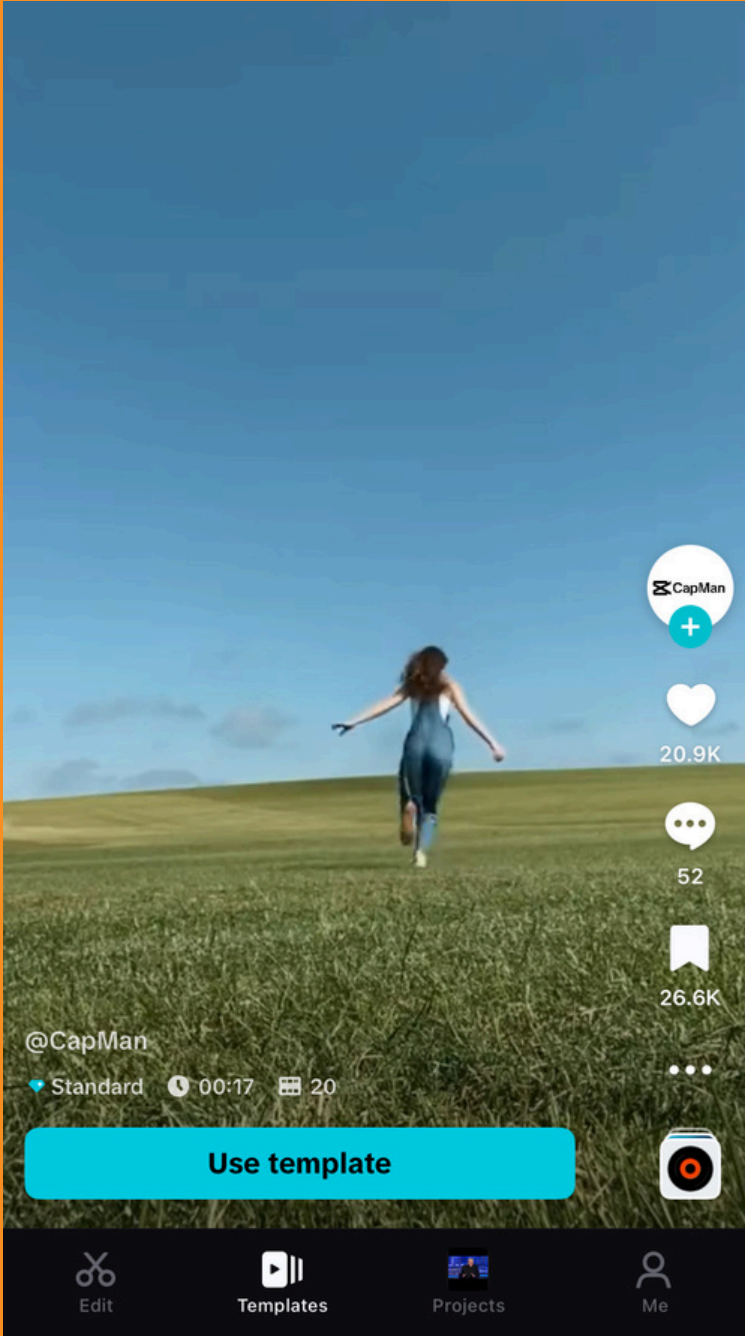
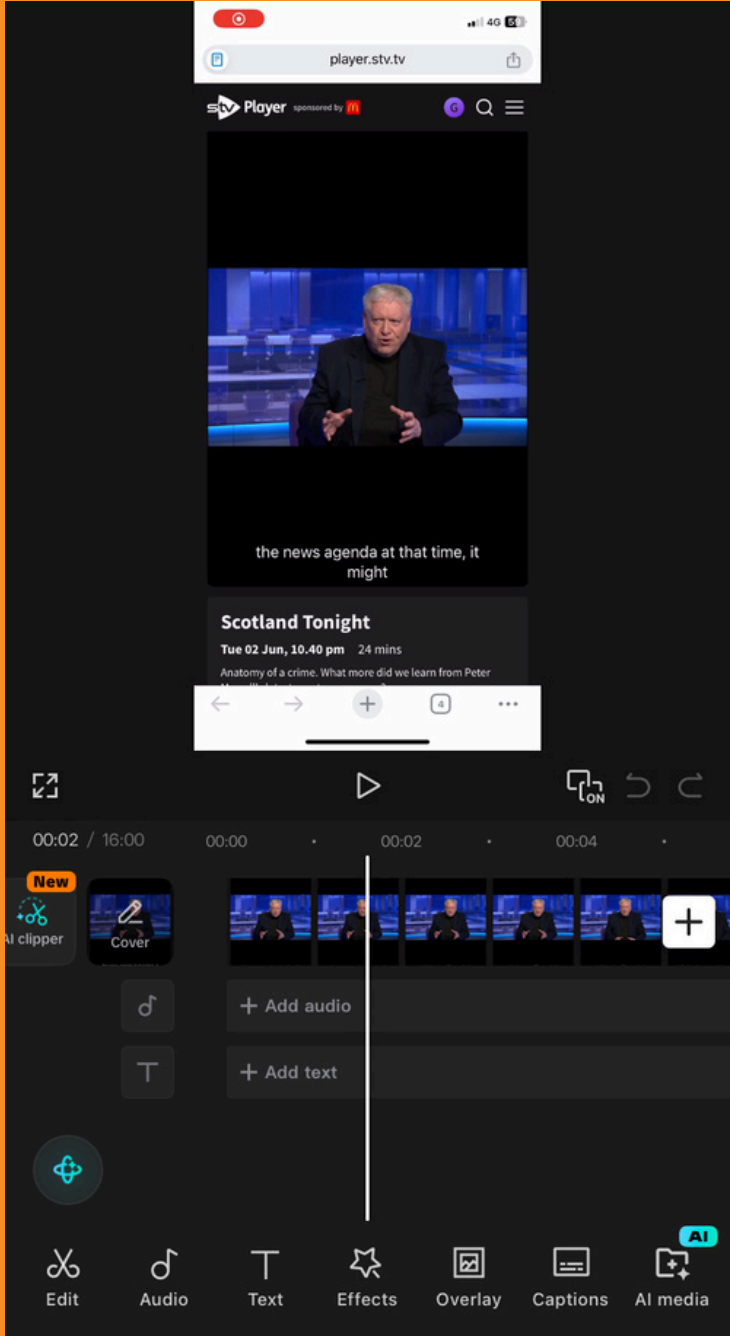
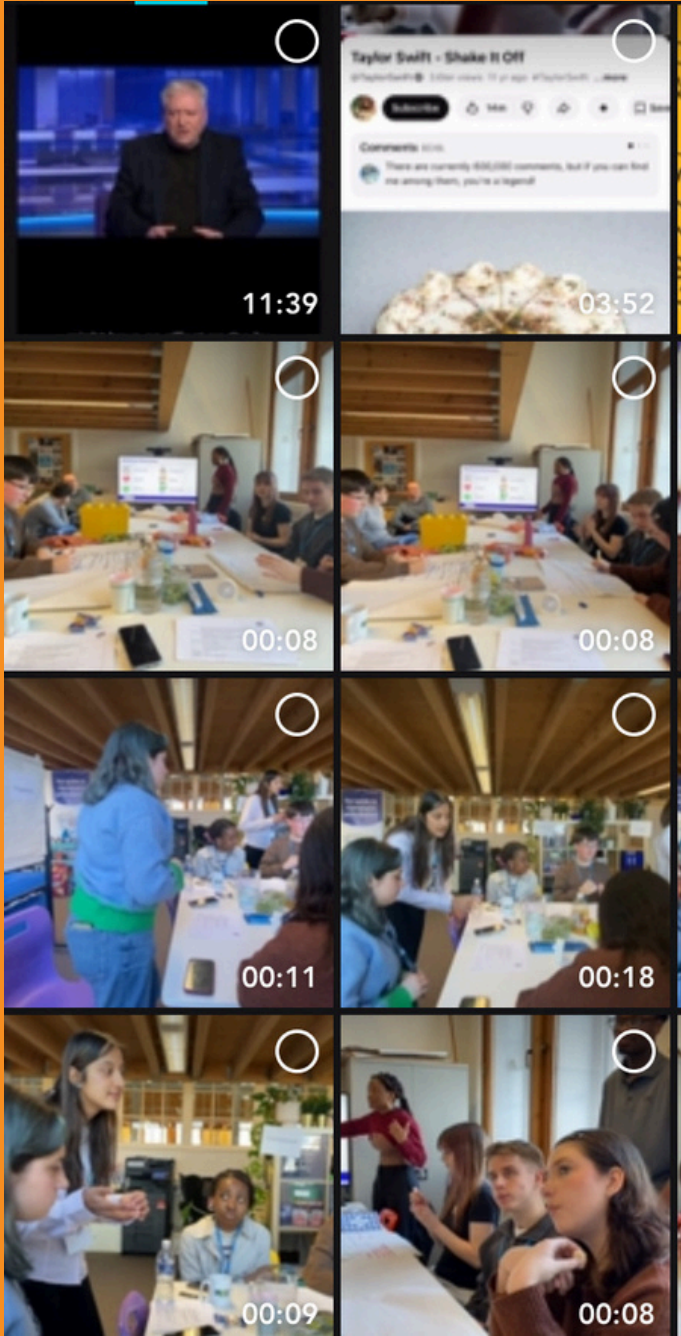
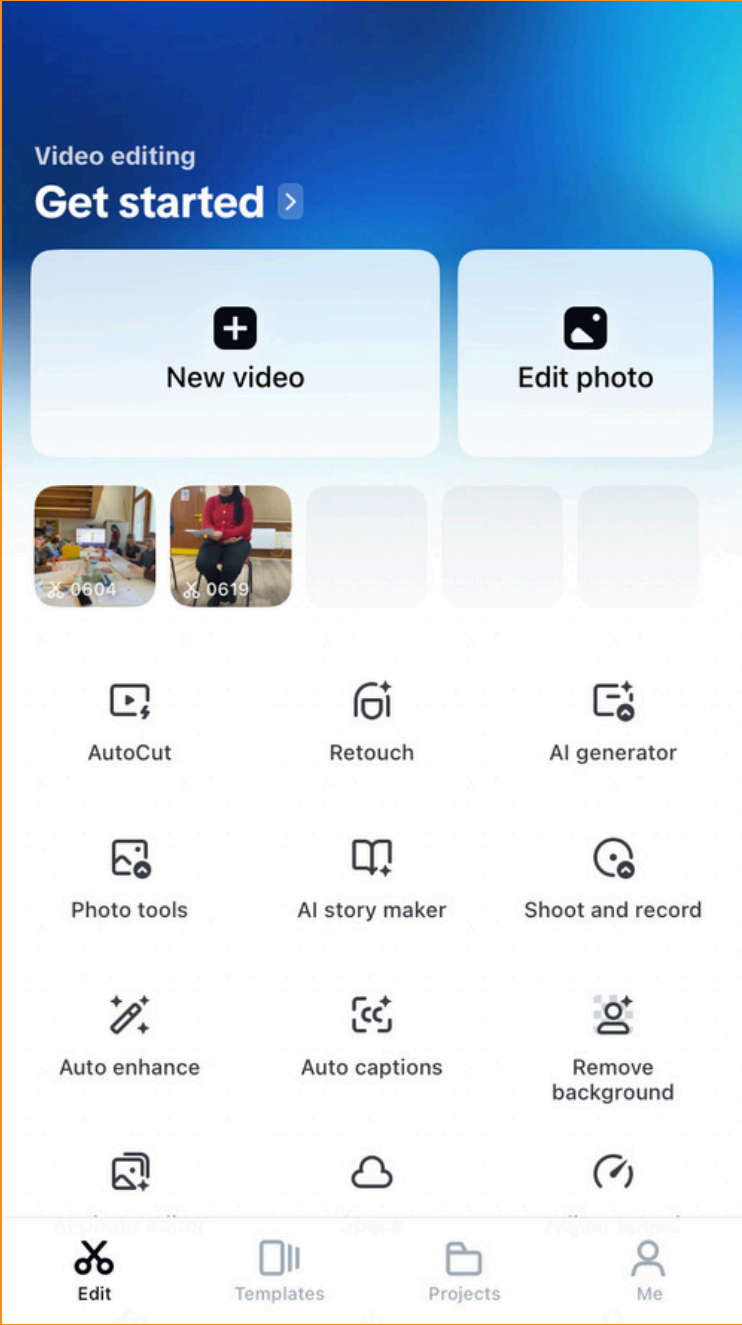
NOW WHAT?



**EDITING APPS LIKE
CAPCUT ARE A GREAT
WAY TO GET YOUR
VIDEOS SORTED
WITHOUT USING A
LAPTOP**



CAPCUT BASICS



TIME TO EDIT!



GET PAIRED UP AGAIN!

In the same groups, use CapCut to edit the footage you've taken earlier. Please select the template of your choice and upload the clips as explained. If you have any questions, come along and talk to me.



**ANY
QUESTIONS?**



GRACIAS!

