



**INTRODUCTION TO VIDEOGRAPHY**

**DAY 04**

# REMINDER

Project Fee Payment.

Group (500) and/or personal (1k or 1.5k) Make your payment to:

**Acct. No. 5410834620**

**Name: ICT SAED PROJECT**

**Bank: MoniePoint**

Where possible, indicate Group Number, Roll Number or State code when making transfer or click <https://jomorc.com/ict-saed-payment/> to pay online with your ATM Card.





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& Reliable Workforce**

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**First Name &  
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- Access to Free Career Mentorship & professional guidance.
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**LET'S GROW  
EACH OTHER.**

Do you have a side hustle or services that we can patronize?

Do you own a social media handle that we can help you grow?

Do you own a YouTube Channel that we can help you grow?

If yes, Share you story and handle on the WhatsApp group. Lets grow together at minimal cost.



**QUOTE OF  
THE DAY**

**Success is a  
product of  
Cumulative effort  
over a period of  
time never an  
instant occurrence.**

**BEFORE WE GET  
STARTED TODAY,  
LET'S HAVE A VISUAL  
OF ALL THE 11  
CORPORATE &  
BUSINESS COURSES  
OFFERED BY JOMO  
RESOURCE CENTER.**

***Follow these steps to view the courses:***

1. Visit <https://elearn.jomorc.com/>
2. Scroll down and Click on “Corporate & Business Courses”
3. Scroll down to view the list of the courses.
4. Click on Read More or Buy Now for more details or for check out.

# CORPORATE & BUSINESS COURSES

S.N	COURSE	LESSONS	DURATION	PRICE ₱
1	Customer Service Essentials	42	8 Weeks	14,000.00
2	Team Building & Management	20	4 Weeks	10,000.00
3	Corporate Profiling & Job Application	54	8 Weeks	14,000.00
4	Personal & Servant Leadership	42	8 Weeks	12,000.00
5	Business Planning & Implementation	50	8 Weeks	15,000.00
6	Business Documentation & Accounting	50	8 Weeks	15,000.00
7	Business Registration & Legalization	58	8 Weeks	15,000.00
8	Human Resource Management	43	8 Weeks	15,000.00
9	Communication & Public Speaking	58	8 Weeks	14,000.00
10	Project Management	43	8 Weeks	14,000.00
11	Marketing & Branding	76	8 Weeks	14,000.00

# SECTION 01: INTRODUCTION TO VIDEO EDITING





# WHAT IS VIDEO EDITING

Video editing is the act and art of manipulating and combining video clips, altering and correcting sounds and implementing digital and technical effects with the goal of producing a professional and purposeful video content.

Video Editors are content creators who specialize in the art of communication through the help of visuals and sounds. They have the intellect and technical skills required in guaranteeing communication through the help of applications that makes their job possible.

# FEATURES OF VIDEO CONTENTS:

## 1. VIDEO QUALITY:

The most obvious features of every video is the quality of the video. The quality of a video can mar or make the objective of every video content. The foundation is the resolution. Examples of video resolutions includes 480p, 720p, 1080p, 1440p, 4k UHD, among others.

An average smartphone can produce a good quality video as most have the capacity for 720p resolution. It is advisable not to shot any video less than 720p resolution. However, the best resolution for shooting is 1080p. If you have the opportunity for a higher resolution, it is best to do so.

# FEATURES OF VIDEO CONTENTS:

## 2. ORIENTATION MODE:

Video orientation comes in two fashions, namely; Portrait and Landscape. Portrait videos are best for Titok, YouTube reels, and Facebook stories because their aspect ratios is 9:16. While Landscape videos are best for YouTube and facebook in general because their aspect ratio is 16:9.

While it is possible to recode with any orientation and make the needful adjustment while editing, it important to bear in mind the cost-effect of such adjustments. As a result, it best to shoot with the appropriate orientation from the start. This reduces the number of adjusts which could impact the quality or resolution of the video among others.

# FEATURES OF VIDEO CONTENTS:

## 3. LIGHTENING:

The importance of light in both photography and videography can not be overemphasised. Since we will be discussing lighting in the next section, let make it clear here that lighting is the core of every video content. Proper lightening equals quality video just as poor lightening equals poor video.

There are two sources of Light, namely; Natural and Artificial. Natural light is the most cost-effective as it requires not special equipment that makes up artificial lightening. In general, it is important to ensure that while shooting, the object/person does not back or block the source of the light as it results in a shadow that could potentially impact the quality of the video.

# FEATURES OF VIDEO CONTENTS:

## 4. CAMERA LENSE:

Another critical component you may want to pay attention to when shooting your next video is your camera lens. Whether you're using a smartphone or a normal camera, you will want to cultivate the habit of cleaning your lens before shooting.

Perhaps, conventional or traditional photographers understands this more than anyone. However, with the comfort that smartphone offers, we all seems to have forgotten that even the lenses of our phones needed to be cleaned for a quality output.

The lenses are made of glass materials that makes it quick and easy for camera's to contract dirt. Ensure to clean your lens with a lense-cleaner before shooting.

# FEATURES OF VIDEO CONTENTS:

## 5. AUDIO QUALITY:

Except you're shooting a demo-video, what could be more critical in a video content if not sound. Sound enables the audience to connect with the content, understand the content and consume the content. The quality of your sound is however, always a critical matter to consider.

A rule of thumb for quality audio or sound is to use microphones. While there are various types and brands of microphone in the market you reach out for depending on your budget, you will find Lapel Mic a great asset. It is wireless and can be pinned to the shirt given the object of the content flexibility + the price is just between 13k – 20k.

# FEATURES OF VIDEO CONTENTS:

## 5. DEVICE STABILITY:

The primary devices for recording video contents are either normal camera or smartphones. Smartphones work for most content creators. However, the fact that some had to hold the phone while recording pose a serious challenge. This is because it is nearly impose for an individual to maintain the same position for a long time. A shaky device affects the quality of the video.

To solve this problem, Tripods of different types and sizes have been invented. It is highly recommended that content creators utilize tripod stands or phone stands when recording videos. Alternative, you should look for a point where you can place the device if you can't afford a tripod or phone stand.

# SECTION 02: UNDERSTANDING SOUNDS





# SOUND:

- *Importance:* Sound is a critical component of videography that can greatly enhance the viewing experience and evoke emotions in your audience.
- *Quality:* Pay attention to sound quality when capturing audio for your videos. Clear and crisp audio is essential for maintaining viewer engagement.
- *Equipment:* Invest in quality audio equipment, such as external microphones (e.g., shotgun mics, lavalier mics), audio recorders, and headphones, to capture high-quality audio.
- *Background Noise:* Minimize background noise and distractions during filming to ensure clean audio recordings.
- *Post-Production:* Use audio editing software to clean up audio recordings, remove background noise, and adjust volume levels during post-production.



# *CAMERA MOVEMENT & TECHNIQUES:*

- *Dynamic Shots:* Experiment with different camera movements and techniques to add dynamism and visual interest to your videos.
- *Types of Movements:* Explore a variety of camera movements, including panning, tilting, tracking, zooming, and crane shots, to capture dynamic and engaging footage.
- *Stabilization:* Use stabilizers such as tripods, gimbals, or Steadicams to ensure smooth and steady footage, especially when shooting handheld or moving shots.
- *Creative Angles:* Experiment with different camera angles and perspectives to convey emotion, emphasize key elements, and enhance storytelling in your videos.
- *Practice:* Regularly practice and refine your camera movements and techniques to develop your own unique style and visual storytelling language.



03

# STORYTELLING & NARRATIVE:

- *Purpose:* Every video should have a clear purpose or message that you want to communicate to your audience.
- *Story Structure:* Plan and structure your videos using storytelling principles such as exposition, rising action, climax, falling action, and resolution to engage and captivate your audience.
- *Visual Storytelling:* Use visuals, sound, and editing techniques to convey your story and evoke emotions in your audience.
- *Character Development:* Develop relatable characters or subjects in your videos to connect with your audience on an emotional level and drive the narrative forward.
- *Conflict and Resolution:* Introduce conflict or tension in your story to create suspense and keep viewers engaged, and provide resolution or closure to satisfy their expectations.
- *Engagement:* Keep your audience engaged by maintaining a clear narrative flow, pacing your story effectively, and delivering a satisfying conclusion.



**SECTION 03:**  
**COMPOSITION**  
**AND FRAMING**



# 01

# SOUND:

Sound is a critical component of videography that can greatly enhance the viewer's experience. Here are some key points to consider:

- **Quality Matters:** Invest in good quality microphones to capture clear and crisp audio. External microphones, such as shotgun mics or lavalier mics, can significantly improve audio quality compared to built-in camera microphones.
- **Reduce Background Noise:** Minimize background noise and distractions during filming. Choose quiet locations whenever possible, and use tools like windshields or foam covers to reduce wind noise when filming outdoors.
- **Pay Attention to Levels:** Monitor audio levels during recording to ensure they're neither too quiet nor too loud. Aim for a balanced audio mix where dialogue, ambient sounds, and music are all audible and well-balanced.



02

# CAMERA MOVEMENT & TECHNIQUES:

Camera movement adds dynamism and visual interest to your videos. Here's how you can utilize it effectively:

- **Experiment with Different Movements:** Try various camera movements, such as panning (horizontal movement), tilting (vertical movement), tracking (following a subject's movement), and zooming (changing focal length), to add cinematic flair to your shots.
- **Use Stabilization:** Keep your shots steady and smooth by using stabilizers like tripods, gimbals, or Steadicams. Smooth camera movements enhance the professional look of your videos and prevent shaky footage.
- **Match Movement to Story:** Align your camera movements with the narrative or emotion of the scene. For example, slow, steady movements can convey stability and calmness, while quick, erratic movements may evoke tension or excitement.



03

# STORYTELLING & NARRATIVE:

Effective storytelling is at the heart of engaging videography. Here are some storytelling techniques to consider:

- **Create a Narrative Arc:** Structure your video with a clear beginning, middle, and end. Introduce conflict or tension to capture the viewer's attention, build towards a climax, and resolve the story satisfactorily.
- **Use Visuals to Convey Emotion:** Visual elements such as framing, lighting, and color can convey mood and emotion. Pay attention to these details to enhance the storytelling and evoke the desired response from your audience.
- **Keep it Concise and Engaging:** Respect your audience's time by keeping your video concise and engaging. Cut out any unnecessary footage or dialogue, and maintain a brisk pace to hold the viewer's interest throughout.



## 04

# COMPOSITION AND FRAMING IN VIDEOGRAPHY:

Composition and framing are vital aspects of videography that can greatly impact the visual appeal of your videos. Here's how to approach them:

- **Rule of Thirds:** Divide your frame into thirds both horizontally and vertically, and position key elements along these lines or at their intersections. This creates a balanced and visually appealing composition.
- **Leading Lines:** Use natural or man-made lines within the scene to guide the viewer's eye towards the main subject or focal point. Leading lines add depth and draw attention to specific areas of the frame.
- **Framing the Shot:** Use elements within the scene to frame your subject, adding context and visual interest to the composition. This could include doorways, windows, or natural elements like trees or foliage.





## EXERCISE:

Execute the following the projects using lessons from Day 4-6.

1. A video documentary of SAED Activity on camp
2. A video documentary of Corps Entrepreneurs on camp
3. A video documentary of SAED Facilitators & Staff



Q & A

SECTION

