Video Workshop: Impressions of the UNB Fredericton Experience

MAHE - UNB Dual Degree in Nursing

# Impressions of your clinical experience, the city, and campus

- 2-3 minute video for YouTube
- 16 X 9 (landscape orientation), 30 fps, 4K where possible, 1080/HD otherwise

This might include:
- Introducing yourselves, your motivations and hopes
- Highlights (Best experiences)
- Challenges
- Positive takeaways

# Reflection prompts

- Why did you come?
- What were your first impressions?
- What was your best experience in clinical?  In Fredericton?
- How are the people?
- **What is it like to be here?**
- What will you remember most?
- What are your hopes for the future?

Tailoring your message to your audience
- What do you want to tell your instructors, professors, and hosts?
- What do you want to tell future students?

# Examples in the student voice

- https://youtu.be/1cpAaSVHbv0 (Harvard University)

- https://youtu.be/5iIE1ycdkok (University of Calgary)

- https://youtu.be/0SDmp4Qk6-4 (University of the Arts London)

- https://youtu.be/TKKeoOt5lgA (MAHE / UNB '23 Group 1)

- https://youtu.be/qx10SkPBnOo (MAHE / UNB '23 Group 2)

## Action Plan

- What stories would you like to tell (message + purpose)?
- How will you structure your story – what are the parts, and in what order will they appear?
- Will you use narration, subtitles, music?
- Moving imagery
  - Fictional representations? Documentary images?
  - Which words/sounds will fit with the images you choose?
- Who will assume which role(s)?

# Video Structure in shots:

Establishing scene

Reflections ("talking heads")

B-Roll (creative representations of reflections)

Closing scene

Sounds: voice / voice overs, environmental, music

# Roles

- Writing and direction?
- On screen: everyone
- Shooting: everyone
  - Using the gimble: someone…
- Editing?

# Filming: technology

- Camera: leverage resolution (4K / 1080), frame rate (30 / 60 FPS), exposure (locked)
- Light: flatter and illuminate, balance between subject and environment
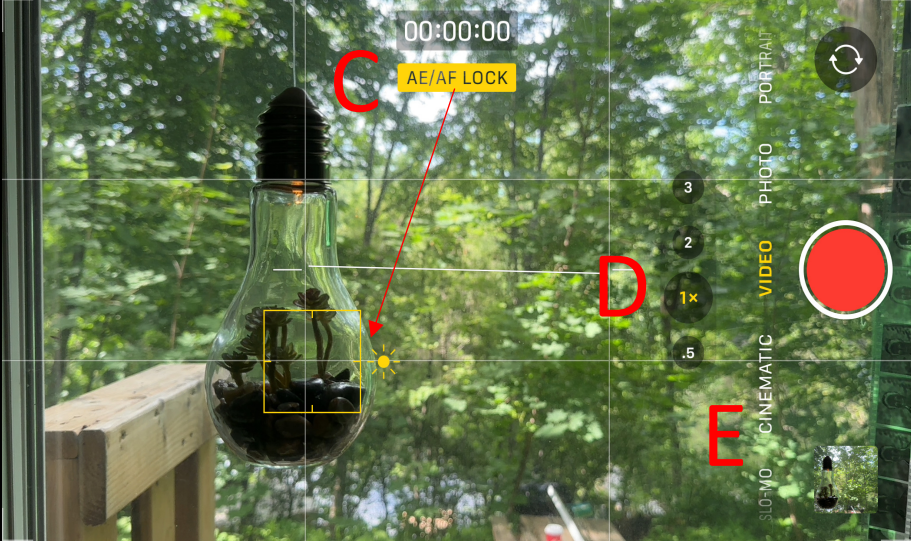- Sound: quality control in recording and balance in editing

# iPhone Video shooting legend (iPhone 14)



Settings –> Camera

Compose objects on grid lines

**A:** 4K Resolution / 30 Frames per second optimum regular speed shots

4K or 1020 Resolution / 60 Frames per second for slow motion shots

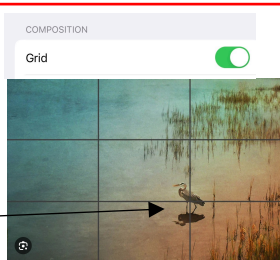(for 4K at 60 fps, you may need to go into your Settings –> Camera…)

**B:** Activate "Action mode" for extra stabilization

*Turn off the flash always*

**C:** Lock Focus and Exposure: With one finger, press on principal object in your shot until exposure and focus are locked (AE/AF Lock); you can then slide the Sun icon up or down to lighten or darken the shot

**D:** Lenses: Wide angle (.5) is good for expansive scenes, default (1X) for focus on subjects, and the telephoto lens(es - 2, 3) for far away subjects

**E:** Shooting Modes: Video for regular shooting and slow motion (slowed down in editing), Cinematic for deep subject focus, Slo-Mo for slow motion, Timelapse for transitional scenes of time passing (with fixed or moving camera), and Front Lens for selfie-style

# Filming techniques

- Composing: Intention, focus, depth, balance
- Perspectives: Distance, height, stability
- Movement: Speed, direction, stability

- Rule of thirds: https://youtu.be/izX8EX6eYrM?si=j4MneMcxqQF2s-be
- Boring vs creative B-roll: https://youtu.be/6Oud3sw21Bw?si=sE3ffgQp4LzlyS08
- Creative gimble moves: https://youtu.be/sj_PYRqFsoI?si=eFguiqvCHWNbsWjU

# Crafting a narrative with shot choices

| Facets of a story | Shot options |
| --- | --- |
| Where (environment) | Establishing (or wide) shot |
| Who (the subject) | Close up |
| What (drama/actions performed by or on subject) | Long or wide shot |
| When (time period, at a point in a given story) | -Continuous shot or long take (representing space + time),<br>-Close up of symbolic objects (sun, moon, clock…)<br>*-see Editing decisions (cuts)* |
| Why (internal decisions making of the subject) | Extreme close up, sequence of other shots explaining back story |
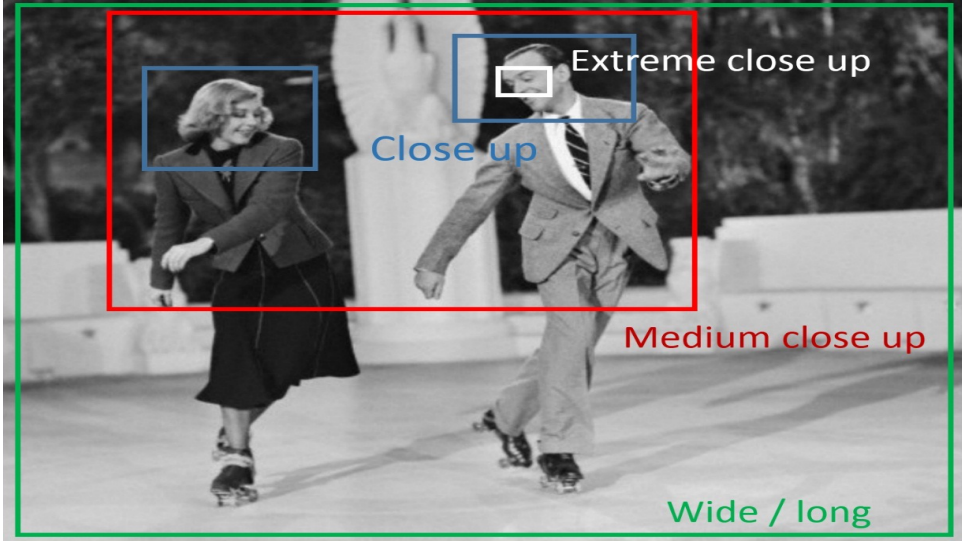
# Learning on the go: shot list for today's prototype

- Establishing shot
- Reflections
- B-Roll

# Weekend team scavenger hunt for B-Roll shots:

- Static and stabilized – you/your group (at work, at play), events, destinations, built and natural phenomena
  - Low (flip camera so lens is closer to ground), high perspective, wide angle, close-up, etc.
  - Bonus:
  - Match cuts (find the same subject in different locations, composed similarly)
  - Slo-mo (60 fps or more): Capturing a scene – straight on, high or low
- In motion:
  - Hallways, sidewalks, streets, downtown
    - Tracking: from behind / front / side; high / low; handheld / stabilized (rollers, gimble)
    - Orbiting subjects while stabilized (gimble, rollers, on a rolling chair)
    - Timelapse or Hyperlapse in a busy setting (handheld, tripod, gimble)
    - Gimble on a stick: replicate drone with high or rising shot – ideally with foreground objects
    - Slo-mo (60 fps or more) : following a subject - eye level or high/low
  - Subjects and objects: push forward, pull back, slide along (handheld, roller, gimble)
- Transitions – one of the following:
  - Overlapping gestures: e.g., Finger snap, walking, jumping, etc.
  - Motion shot (bus, taxi, etc.) placed briefly between two location shots
  - Black frame: ending one shot advancing to a black frame, and beginning another receding from it

# Remember:

- Make room on your phone and upload clips regularly to storage
- **Plan for Audio clarity and consistency**
- Lock focus and exposure (usually)
- Make sure there is sufficient light on subject – add light if need be
- Compose shots with perspectives and depth in mind
  - Interesting angles and symmetry (use your grid)
  - Shoot high, shoot low,
  - Shoot with a foreground, midground, and background elements for depth
- Practice fluid movements at uniform speed in a single direction;
- How will you stabilize your shots?  Action mode, slo-mo, gimble, rollers and props
- For timelapse and hyperlapse, focus on scenes with plenty of subjects moving

# Music and sound effects in editing:

- **Premium Beat**

Large archive of artists-supplied music that can be licensed individually (vs subscription)
https://www.premiumbeat.com/

**freesound**

Downloadable sound effects under Creative Commons license
https://www.freesound.org

- **Uppbeat**

Three free downloads a month

https://uppbeat.io