

# Using your Cellphone to Capture and Produce Amazing Photos and Videos



# Who am I?

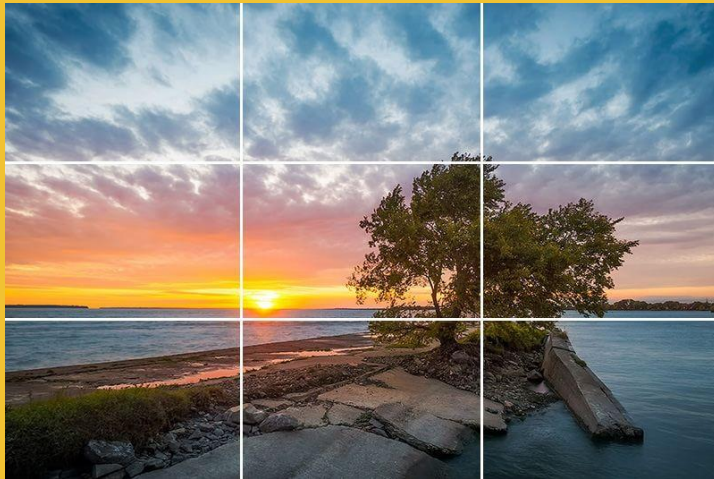
- **Content Creator**
- **Videographer**
- **Video Editor**
- **Lover of All Things social media**
- **BBQ Authoritarian**
- **Cellphone snob**

What's the best  
camera you have?

- **The one you have in  
your hand**

# The Basics of Shot Composition – Rule of Thirds

The rule of thirds is a **composition guideline that places your subject in the left or right third of an image, leaving the other two thirds more open.** While there are other forms of composition, the rule of thirds generally leads to compelling and well-composed shots.



# The Basics of Shot Composition – Leading Lines

Leading lines is an image composition technique that features line shapes—like, say, a road or river—to draw the viewer's eye to the intended subject of the photograph.



# Show and tell

**Let me see your phones!!!**



# Type of Phone



# Top 5 Video Editing apps

## Android

1. **Capcut(Tiktok)**
2. **ActionDirector Video Editor**
3. **FilmoraGo(Free)**
4. **InShot**
5. **KineMaster(Free)**

## iPhone

1. **LumaFusion**
2. **iMovie(Free)**
3. **Videoshop**
4. **Splice**
5. **InShot Video Editor(Free)**
6. **KineMaster(Free)**



# Where to post your video

- **Youtube**
- **Instagram(Post, Story, Reel)**
- **Tiktok**
- **Twitter**
- **Nextdoor**
- **Share in newsletter**
- **Where ever you have the most traction**

# Tips for Creating a Great video

- 1. Begin With A Strategy**
- 2. Keep Your Videos Short and Sweet**
- 3. Make the First Few Seconds Really Stand Out**
- 4. Aim For Natural Lighting**
- 5. Consider Using an External Microphone**
- 6. Focus on The Story**
- 7. End With a Call-To-Action**
- 8. Optimize for Different Channels**

# Types Of Shots – Wide Shot

**The entire subject appears in the shot, along with some of the surrounding environment.** A wide shot is filmed close enough to emphasize the subject, but far enough away to show the subjects location. You can see their whole body within the frame, with enough space surrounding them to indicate the setting.



# Types Of Shots – Medium Shot

Also called a waist shot or a mid-shot, a medium shot in film and tv is **a type of camera shot that shows the subject from the waist up**. Medium shots draw attention to both the character and their surroundings by giving them equal space in the frame.



# Types Of Shots – Close up Shot

A close-up shot is a **type of camera shot size in film and television that adds emotion to a scene**. It tightly frames an actor's face, making their reaction the main focus in the frame. The director of photography films a close-up with a long lens at a close range.



# LETS PRACTICE



# Show and Tell

# Questions





# Contact me



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