

THE 3 THINGS VIDEO PROS DON'T WANT YOU TO KNOW

YOUR CAMERA DOESN'T MATTER THAT MUCH

...LIGHTING DOES

Not everyone is going to be able to afford the next RED or ARRI camera system that gets pawned off to the secondhand resellers after the Hollywood bigwigs are done abusing them. We all have to make do with what we have within our means to tell our best stories visually.

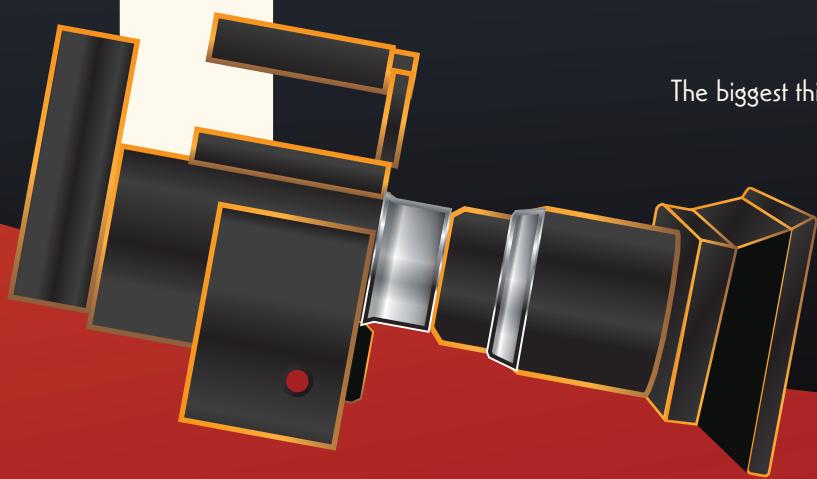
Fortunately, great lighting can be obtained without having to empty your child's college fund.

Light is kind of like invisible paint used to tell a visual narrative.

It pulls the eye to focus on certain points of the picture, illuminates the subject you want to be highlighted, and sets the whole tone of the scene.

You can have the worst cell phone camera, but if the scene is lit well, no one will really care.

The biggest thing that differentiates amateurs from professionals is understanding how light works and using it effectively.



MOVEMENT IS KEY

EXPLORING DYNAMISM

If your goal with social content is to catch eyes and stop thumbs, then movement is what you want. It's kinda like when a cat spots a mouse scurrying around on the kitchen floor. It snaps to attention, eyes immediately locked on to the moving target, ready to pounce. In the same way, if someone is mindlessly scrolling through their feed, like a sleepy cat, you have to stimulate their brain to get their attention. Simply moving the camera in your video is a great way to accomplish this.

A stable, straight-on shot of a person talking at the camera is boring – unless they are a clown or a spunky grandma. Bright dazzling colors catch the eye. Moving elements in the frame, like water or falling leaves, are great – or cinnamon sprinkles being poured onto a Pumpkin Spice Latte...and snow, oh yes, people love them some snowfall in videos.

The point is, things that are alive, move. So use this to add life to your video content! This is one of the easiest things you can do, but so many companies still fail to understand.



AUDIO IS REALLY IMPORTANT

CREATE SONIC ARCHITECTURE

Sound design can take a video project and make it immersive.

"Immersive" means the viewer has more of a sense of actually being in the world depicted in the video because they are hearing the sounds and ambience of that location.

If you have a video showing someone walking through a busy marketplace in India, you want to include the ambience of exotic birds, vendors talking in Hindi or Bangali, spicy food sizzling, and cars moving about on the streets.

Maybe even music coming from inside someone's open window.

All of this noise takes the viewer into the space they are seeing visually, making the whole experience better.

If you immerse the viewer into the video, causing their brain receptors to fire and create neural pathways, there's a much higher chance they'll remember it!

