

STORYTELLING WITH VIDEO

It can be easy to feel overwhelmed like this.

By focusing on storytelling (rather than production), you can make the videos you need with the tools you have.

- **Some tips on telling a better story**
- **Some tips on timing your videos**
- **Some technical tips about how to create good quality videos**

**WHAT DO YOU LOVE
ABOUT MOVIES?**

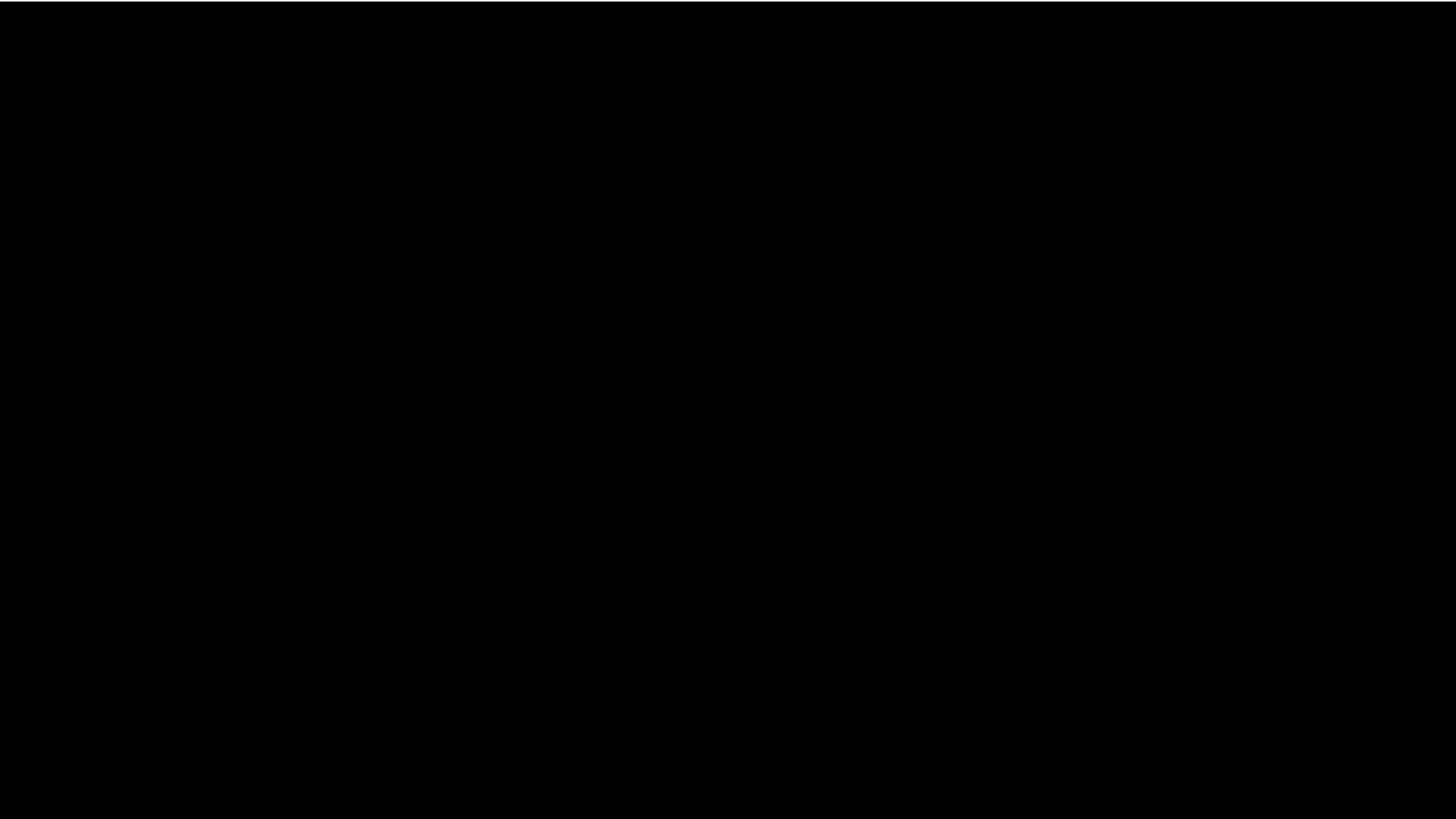


STORY VS. PRODUCTION

THE EVOLUTION OF MEDIA



**PERFORMING
AUTHENTICITY**



TELL AN HONEST STORY



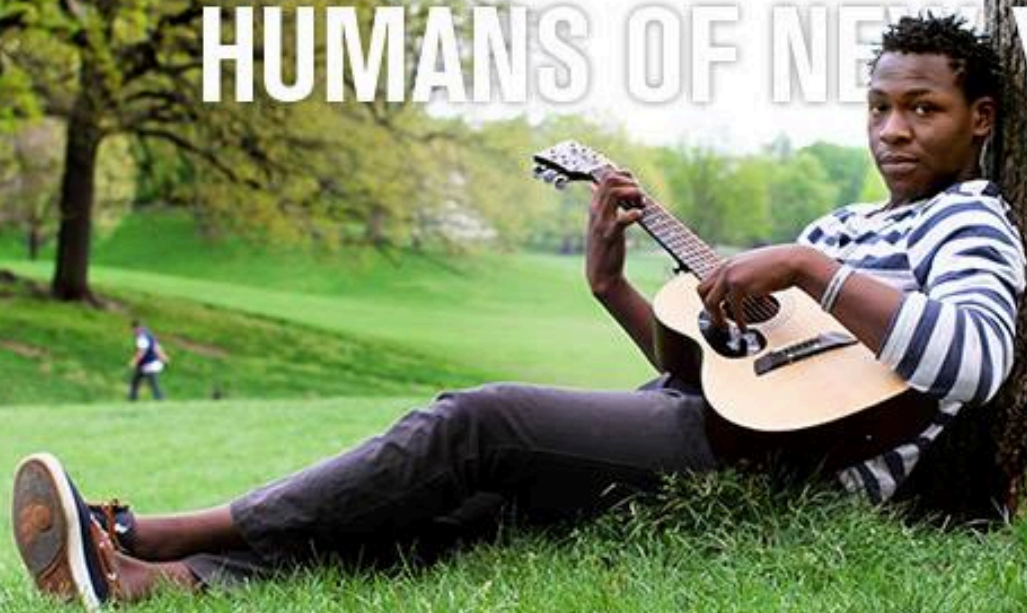
CASEY NEISTAT





**SHOW A PROCESS NOT A
PRODUCT**

HUMANS OF NEW YORK









zeit·geist

'tsīt, gīst, 'zīt, gīst/

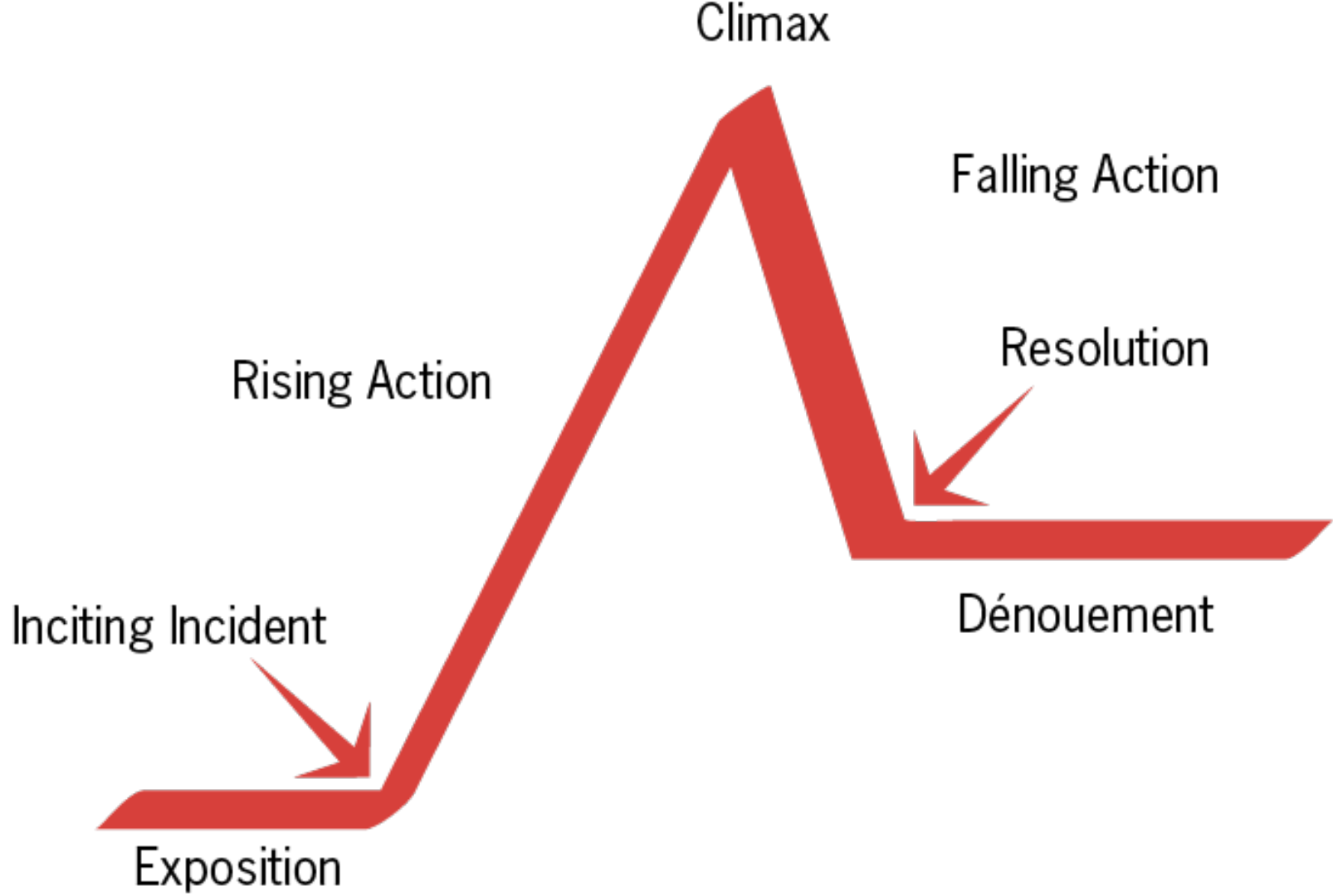
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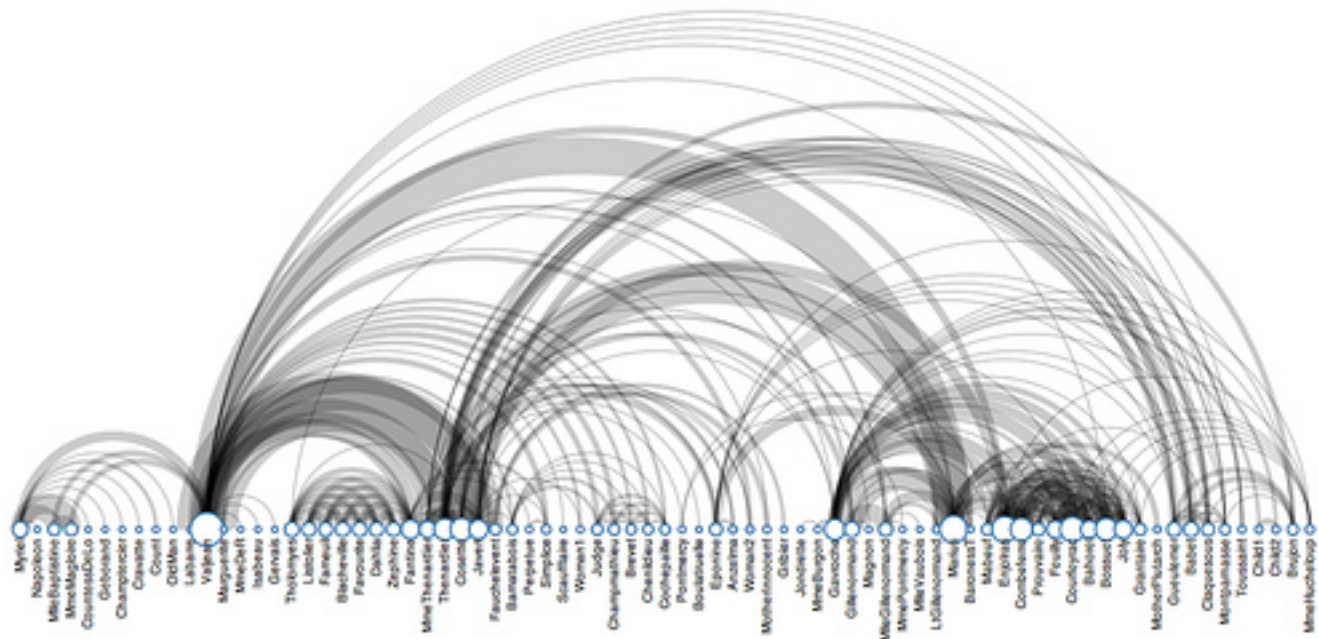
the defining spirit or mood of a particular period of history as shown by the ideas and beliefs of the time.

"the story captured the zeitgeist of the late 1960s"

**BE TIMELY AND SENSITIVE
TO WHAT IS GOING ON
AROUND YOU**

STORY ARCS





WHAT'S YOUR STORY ARC?

“One of the most common questions is, ‘what do you do in the off-season?’
It’s as if a pumpkin fairy waves her wand and, poof, there are 300 varieties.
In reality, we start planning for the next season almost a year in advance.”

- M A C C O N D I L L -

**TELL AN INTERESTING
STORY**

VIDEO EDITORS

Movie Maker

iMovie

APPS

Timelapse, Hyperlapse, Slo-Mo

Facebook Live, Snapchat



RULE OF THIRDS



HDR
On


Auto On Off



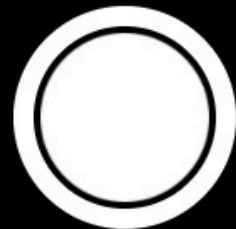
PANO

SQUARE

PHOTO

VIDEO

SLO-MO



**MAKE YOUR PRODUCTION
QUALITY GOOD ENOUGH
THAT IT DOESN'T DETRACT
FROM THE STORY**



