

Content Creation Workshop



Summary Of Today's Workshop

5 Main Sections:



Social Media Experience

- Jam Factory
- The Newman Workshop
- Hobbies



What Makes An Interesting Video

- The Format Of Social Media
- Attention Spans



Techniques For Videos

- Wipe Cut
- Match Cut
- Continuous Motion



Lighting

- Tips for lighting and creating strong video aesthetics



Editing Videos

- Adobe Premiere Pro
- Covered in afternoon

Part 1:

Social Media

Experience

Social Media Background

1) The Jam Factory

- Music Based Events Venue
- Social Media Content Creator
- Specific focus on comedy sketches, band photography, and recording live sessions

3) Bao To The Broth

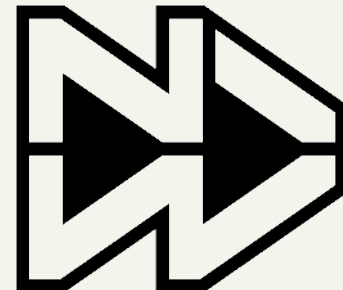
- Social Media Manager for a restaurant
- Photographer and content creator

2) The Newman Workshop

- Freelance work
- Worked for multiple bands and restaurants with different briefs for each.

4) Personal Projects

- Multiple YouTube videos
- Guitar Covers
- Comedy Sketches for friends
- Gameplay Compilations



The Jam Factory:

- Instagram adjusted towards comedy sketches in March 2024

- Instagram Viewers = 21.1M+

- Tik Tok Viewers = 10.1M +

- 30.2M+ Viewers Total

- 1.1M+ likes across TikTok and Instagram in 17 months

- Sketch Comedy centered around bar work



The Jam Factory:



The Newman Workshop:

- Self Started freelance work.
- A focus on professional video and photography
- Involves more business oriented motives.
- Camera and studio equipment
- Disciplines include Cinematography, Photography, Video Editing, Animation



The Newman Workshop:



Hobbies:

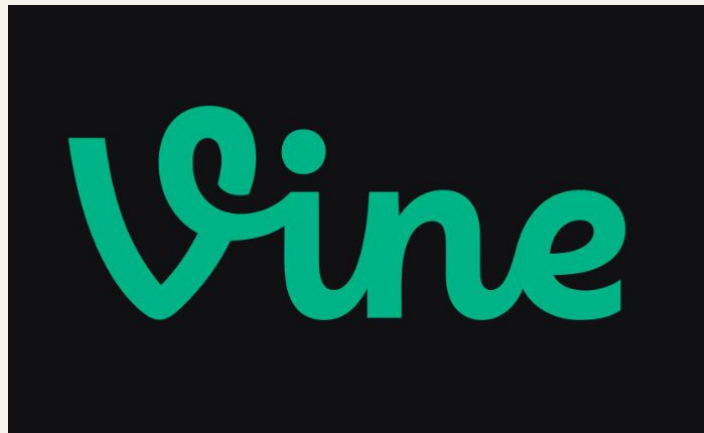
- Made videos on Instagram to just my friends
- Guitar Covers using my cheap phone
- Creating a guitar building series on Instagram Stories (before Reels were introduced as a feature)



Part 2: What Makes An Interesting Video

Attention Spans:

- Social Media is a game of quick content in a constant feed.
- Vine is a great example of fast, separate, non-committal content.
- Videos are quick, attention grabbing and easy to understand for the large majority.
- Long form content is usually more niche and attached to specific target audiences.



Attention Grabbing:

The first 3 seconds of your videos are the most important:

-You must find a way of providing enough context to the viewer to make them curious about your video.

-Setting a scene early thematically is important, however setting a scene CINEMATICALY is equally important.

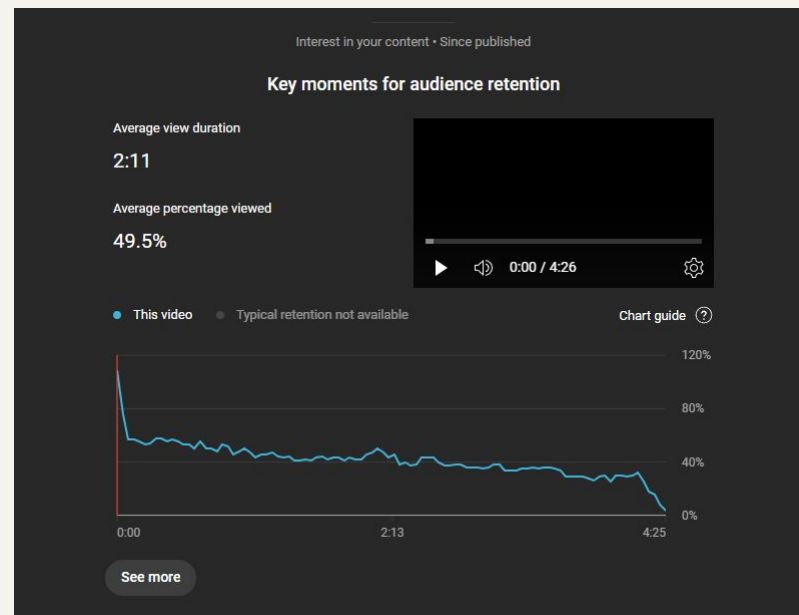
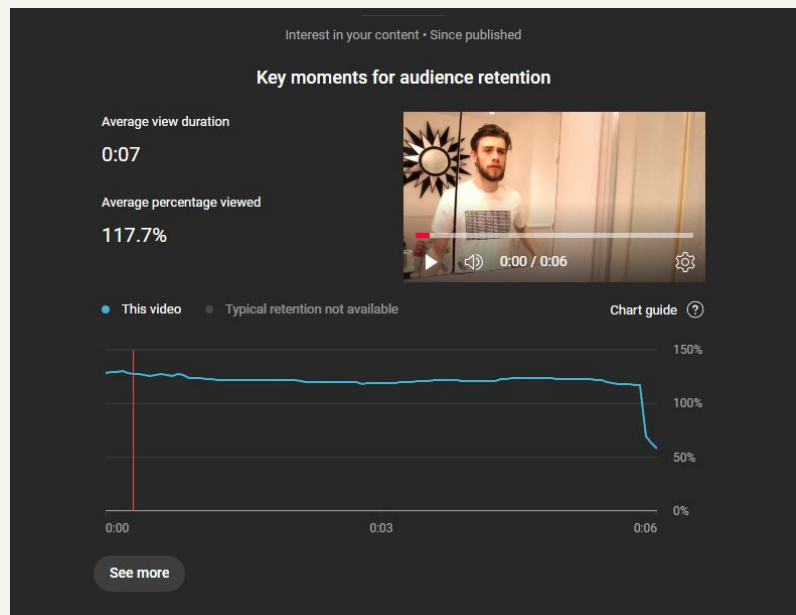
-We can use a number of filming techniques to engage the viewer and prevent them from continuing to scroll.

-This can be executed through creating intrigue, 'Visual Hooks', narrative pacing and more.

-Some videos can be too professional and feel 'corporate'.



Retention Rates Comparison



Part 3:

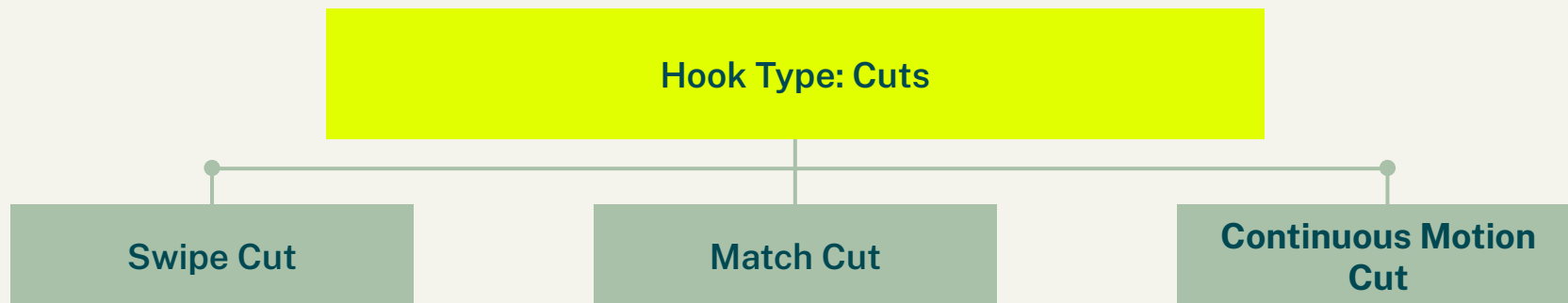
Visual Hooks

Visual Hooks:

- Usually happen in the first three vital seconds of video
- Visual technique/element that immediately draws the viewer's attention and intrigue
- Visual Hooks also act as a hallmark of quality subconsciously for many viewers, making them more likely to stay on your video
- Visual Hooks also help develop a sense of character to your video. The stronger you lean into your Visual Hooks, the stronger your cinematography will be



Three Types Of Hooks:



Swipe Cut:

- Camera is moved dramatically to create blur
- Movement is performed from point A to point B twice
- First take shows the before, second take shows the after
- Takes are stitched together during blur to make a continuous looking shot.
- This video contains TWO swipe cuts as there was only two of us available to film this footage.



Match Cut:

- Camera is kept in a similar position
- Subject performs an action in one area
- Subject performs the same action in a different area (framed the same way)
- Cuts are stitched together midway through action



Continuous Motion Cut:

- A subject or object moves
- The camera changes position, yet the movement that begins in the first shot continues in the second shot
- This cohesive movement provides continuity across each shot



Bonus Technique:

Wipes Cuts:

-An element (pole, wall etc) blocks the shot.

-A second take is introduced using the blocking element

-For example, the towel in this video blocks the shot, allowing for a new scene to be introduced seamlessly.

-Like a SWIPE cut, however instead of the blur hiding the transition between takes, the blocking element hides the transition.



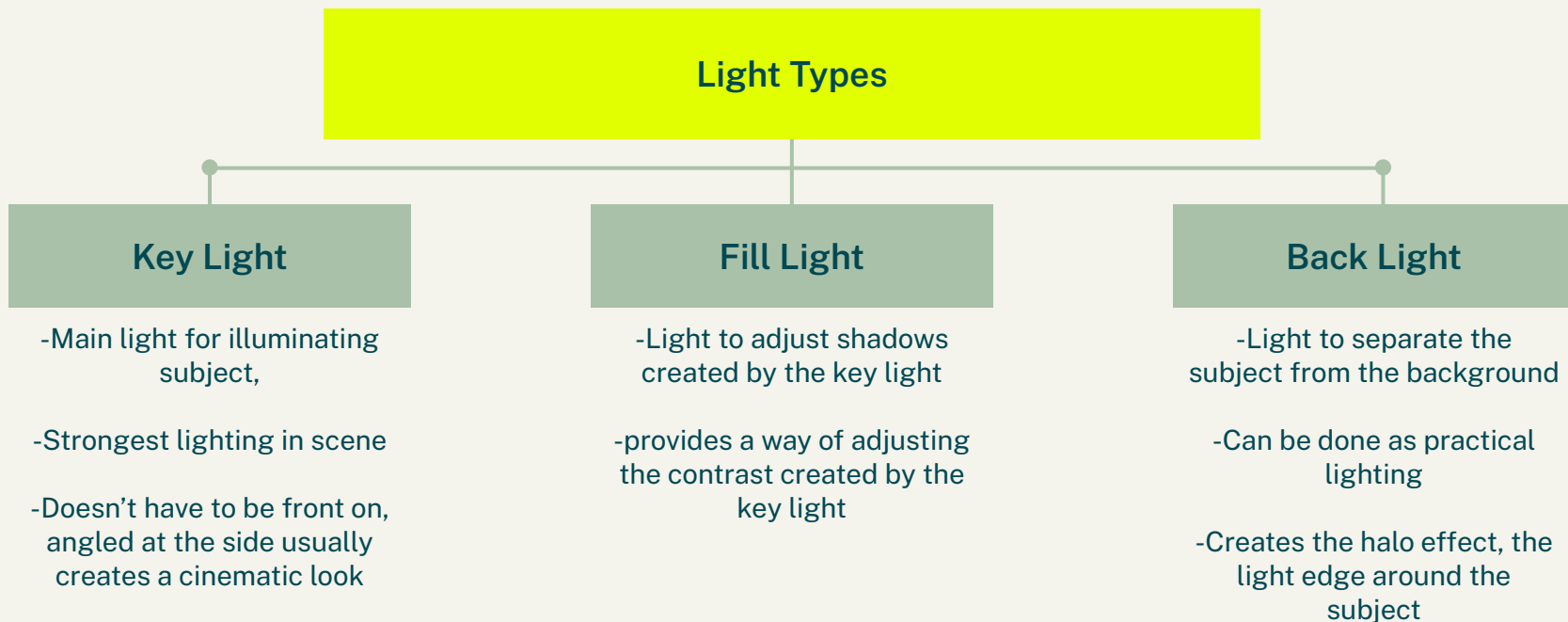
Today's Brief:

- We are going to recreate the continuous motion video using a ball
- We will end the video with the ball hitting me in my face
- We can only do this if we follow two rules:
 - 1) No throwing the ball at each other
 - 2) No throwing the ball near windows/equipment



Part 4: Lighting Types

3 Main Types Of Light



Lighting example:

