

THE

to Launch BRAND

COURSE



2020

The Shoot

Shoot Execution

THE LOCATION

Your location is very important as it helps tell the story of your brand and campaign. In fact your location and style is really part of the concept, but I wanted to include it here so we can incorporate into the shoot.

So what location?

Your location tells a story about your brand immediately. If your location is about showcasing you and your work (my personal brand video as per Step 1) then it needs to express who you are. Is your style clean and minimal or full of rich textures and history. Do you want to showcase that you are professional and corporate OR creative and arty. Choose a place that people will understand more about you through the location.



STYLING

If you are dressing or styling the location, again let it tell the story of you. It's the same with your wardrobe (as per our styling steps) you will now be clear on how you want to represent the AUTHENTIC you. So dress in a way that works with the background and your wardrobe. Any props that help you tell your story, of course if it's a product then that needs to work in with your concept.

Shoot Checklist

THE DAY

WARDROBE

Bring a Change of wardrobe incase something doesn't look as good on camera, it always changes when through the lens! So make sure you roll a bit of video and check it back to check. Take an iron and board to the location in case. PLUS don't wear stripes generally as they can strobe on video.

MAKE—UP HAIR

Always get a professional to do your hair and make-up. It's not about looking good, it's about consistent skin tone and getting your skin working for the camera and light. AND especially for men, yes their skin texture really needs evening out a lot of times.

LIGHTING

Check what you are using for lighting. If natural, make sure you have a back up plan if it's raining. You can hire lights from various places, check my Resource list.

CAMERA + SOUND EQUIPMENT

If you are going to record on your phone, then make sure you have a stand of some sort, again check my resources on where to buy. You can use sound through your phone or for more professional, you can use the smaller mic that plugs in or a Zoom – again check resource list.

FOOD + WATER

Take provisions and if you have people helping, it's important to offer water and snacks.

PERMISSIONS

Make sure you have permission for where you are shooting. Even just let people know if they will be impacted. Shooting in public areas generally needs permission however, with just you and another person on an Iphone you should be fine – but always check!

CALLSHEET

I've created a call sheet template for you that I use on my own jobs, great to use as your bible on the day and to check you have everything you need. (SEE OTHER DOWNLOAD)

Angles

VIDEO

INTERVIEW or SPEAKING TO CAMERA

Be conscious of what story you are telling by your angles. Generally keeping so they are looking eye height at the camera is best OR slightly up, for women it's good as it keeps your neck long. However, the camera being slightly down can give a sense of power to the person who is higher than eye line – so depending on the person, their brand and the message – see what works.

If you can, it's great to have a second camera, perhaps from one the side. Again you can keep the same eye line or bring it up or down depending on communication. Sometimes I'll grab close-ups then of them smile off camera, to camera to use as my cutaways.

The more cutaways the better – you can never have enough!

CAPTURING ACTIONS

As a rule of thumb when you are videoing, you capture the action (when scripted) in different angles, so you can cut between the two. Always cover in a wide shot and then in a close up or mid shot.

I take a lot of my stills actually off my video footage. If you are using an i-phone it may be difficult with quality, but just check – usually if just for digital it's fine.

STILLS

A good coverage for stills are as follows below, but think about uses: Profile shots and Editorial (more action/working with people etc)

1 Head shot

(Try different expressions, smiling, soft lips and no smile), looking away from camera and looking to camera. If alone, just set up your iPhone on a stand and click the auto pick (3 or 10 secs)

2 Mid Shot

Here just make sure your shoulders are back and sit slightly at an angle, try both sides.

3 Full length

Leaning against a wall or leaning on a stool can work well or just doing an action shot works well.

Post Production

VIDEO EDITING

I use Adobe Premiere, which is a professional editing software platform. You can use a more simple software and that is Imovie! It's super easy and does the job well. Check out my video on the WEEK FIVE page.

MUSIC

Music is so important, I use it behind all my videos as it helps people have an emotional response to your video. As much as it can have a positive impact, it can have a negative one, so make sure it FEELS good with the imagery and it's not too loud. There are different platforms for music, I use Premium Beat. It's about \$75 US per track and you can use it everywhere. Great solution. (See in resources list)

OTHER USES

Think about how else you can use your footage:

- 1 Your Website home or about page
- 2 Your Website banner (a version with or without sound)
- 3 Your FACEBOOK banner
- 4 Instagram stories
- 5 Youtube

FORMATS

So you have your edit and you're ready to go. What format?

Most videos you see on TV and Youtube at 16:9 ratio. HD is 1920 x 1080pixels and so getting high res is good, however it can make for a huge file. A good size for a 2-5 minute video is about 50-500 mb. When in Imovie, it will give you a choice, have a look at the HOW TO video on using IMOVIE I've made on page.

PHOTO EDITING

You can use Adobe Photoshop or there are some great apps that can grade your pictures. I actually do a lot just in the basic PHOTO grading tool when you open them in your computer on a mac. Again check mobile apps I recommend in Resources.

INSTRUCTIONS/LINKS

Here are the links to purchase fonts:

(Note that some links may change or have moved over time, please just type in font name and various links will be available for you.)

fonts *Links*

FREE FONTS

Didot Fonts: <https://www.wfonts.com/font/didot>

Calibri: <https://www.wfonts.com/font/calibri>

Brandon Grotesque: <https://www.cufonfonts.com/font/brandon-grotesque-regular>

Din Condensed: <https://www.cufonfonts.com/font/din-condensed>

Next Step

Make sure if you have any questions to ask them in the
FACEBOOK GROUP and of course you can email

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