

MEDIASNACKERS



NOTES / REFERENCES

Websites/online platforms:

- mediasnackers.com : our weblog
- [MS Nottingham Cultural Blog Post](#)
- [The Museum Of Modern Art](#)
- [Gray Area Foundation for the Arts](#)
- [The Brooklyn Museum](#)
- [MediaStorm](#) : production house
- flickr.com : photo hosting site with geotagging
- youtube.com : video hosting platform
- [audioboo](#) : podcasting platform
- blogger.com : blogging platform
- bubbl.us : online brainstorming platform
- slideshare.com : online presentations
- animoto.com : free funky slideshow creator
- [CoverItLive](#) - live blogging tool
- [UStream](#) - live video streaming

Videos:

- [Social Media Revolution 2 \(Refresh\)](#)
- [FaceBook / IKEA Campaign](#)



Mission 1:

Go to <http://gmail.com>

Create a new account

Login Name: spirit[lastname]



New to Google Mail? It's free and easy.

[Create an account »](#)

[About Google Mail](#) [New features!](#)

Desired Login Name:

@gmail.com

Examples: JSmith, John.Smith

[check availability!](#)

spiritmapstone is available

Mission 1:

Check your email for an invite to
<http://spiritnotts.blogspot.com/>

Complete a post about yourself
+ a photo.

Write about your venue

Include the social spaces you use to promote it.

(60mins)



Equipment:

Photo / Video Tips and Techniques: Composition, Colour and Light

Roles - who is comfortable?

Inject life - Intonation

Lighting - Illuminate the source

Colour - black jacket Vs white shirt

Audibility - sounds in the room

Microphone Technique - don't be sloppy

Questions - beginning, middle and end

Equipment:

Photo / Video Tips and Techniques: Composition, Colour and Light

Timing - short answers

Stop and Go again - don't be afraid to restart.

Editing Video - remove wastage

Be Professional - Silence is Golden

Camera Control - Become Invisible

Get Close - Prevents shakes & Crop out the distractions

Equipment:

Photo / Video Tips and Techniques: Composition, Colour and Light

Lighting

Find a good lit area. Move to brighter location. Lampshades block and direct light - maybe remove them for interview? Don't shine strong light on to the subjects face, bounce it off walls and ceilings.

Audibility

Be aware of sounds in the room before you start recording. Move to a quiet area. Don't be afraid to ask your Interviewee to talk clearly.

Microphone technique

50% of your video is Audio. Use 2 sound sources - video camera and phone? One up close, one further away. Point the mic up at the persons mouth and a few inches away from the mouth is best. Some people think the microphone will pick up their voice easily from a distance, and this is true when you're in a quiet space, but in a busy room, all it will do is pick up everyone else. So don't be afraid to get in close!

Equipment:

Photo / Video Tips and Techniques: Composition, Colour and Light

Timing

You should be looking to get short quick answers from people. No long winded answers. So tell people they have 15 secs to reply... and if they waffle on, don't be afraid to stop recording, and start again. Give them that chance to get it right, the way you need it.

Camera control

Many cameras have automatic steadying or anti-shake controls built in, but even with these on, camera shake or waving the lens about creates some uneasy footage to watch on the computer. Camera operators have the important task of ensuring the picture is as steady as a tripod - try your best to concentrate on the steadiness of your shot and you will have done a great job.

Questions

Asking the right question can get you a better answer. No Closed Questions! 'What do you feel about...' Or 'Tell me about...' or 'Please describe how...' etc. These questions will get the interviewee thinking and give you great responses. Give the Question(s) before you start recording.

Equipment:

Photo / Video Tips and Techniques: Composition, Colour and Light

Get Close

Be aware that what you see on the camera viewfinder 'isn't' the same as what people will see at. If there are distractions going on in the background, people watching the video will be drawn to that stuff too. If possible get close to the interviewee and crop out all the people moving about in the background. Only pull back and show more if you really need to.

Silence is golden

When the recording light is on - keep quiet. Any background noise or response from the interviewer is picked up on the camera. It sounds annoying. Also if you stay silent, it forces the interviewee to think and talk more.

Editing Video.

These videos need to be short and to the point. Remove any unnecessary commentary or camera movement from the beginning and end of the clip you want to use. 2 mins maximum is fine, the shorter your videos the quicker they will be to get up on Youtube.

Mission 2:

You have 50 mins to plan and create a promotional video using a location, an object and an objective.

E.g.: Nottingham, an apple, and 'getting bums on seats'. Use Bubbl.us or Google docs to plan this out.

Upload the video to YouTube, add a description, tags, and embed it into the blog along with the plan notes.



Create a flickr account: <http://flickr.com>

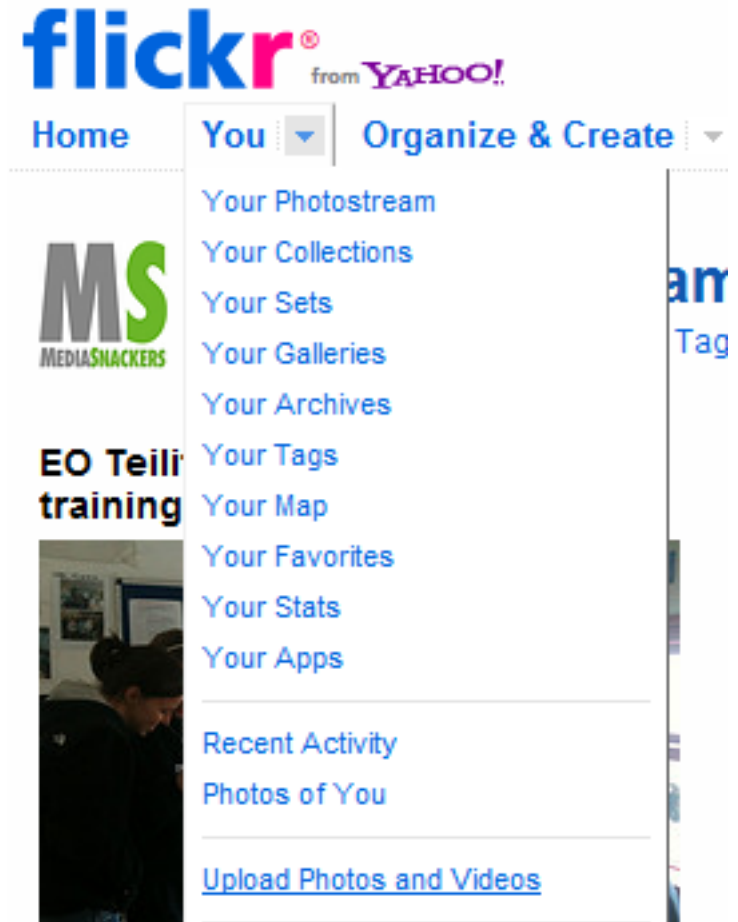
Take a bunch of shots,

Upload to Flickr

Add them to your Map

Embed a slideshow into the blog

60 mins to complete



[Choose photos and videos](#)

Note: Videos are limited to 90 seconds in length, and 500MB in filesize. [Learn more...](#)



Go to <http://youtube.com>

Create an account &
link it to your Gmail account

Create a short video (20 secs max)

Upload to Youtube

Embed the video into the blog

(60 mins to complete)



Play

YouTube videos on your phone.



Create

YouTube Videos from your phone.





Visit <http://audioboo.com>

Interview each other.

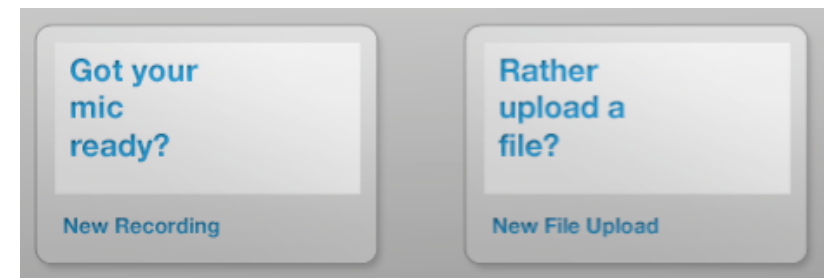
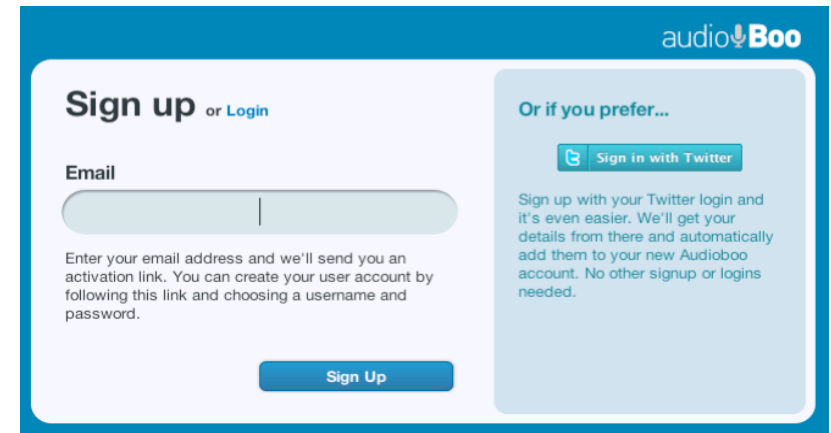
Either directly on the site or
on your mobile phones (if you can)

Keep it short - 30secs (max)

Embed the recording into the website

Add a text description to the blog post

(60 mins to complete)





(untitled)



Nottingham
City Council

Social Media Training

Ratings, Rankings, Reviews
Steering Conversation
Tagging, Generating Interaction
Story Telling, Strategy.

For now...

Go away and practice!