

# Top Tips For Success With Mobile Journalism



## It all starts with **PHOTOGRAPHY**

Master the **NATIVE CAMERA APP** first

- Understand all the **core camera** features:
  - Video, Photo, SloMo, Pano, Live, Burst etc
- Learn how to adjust and lock **Focus & Exposure**
- Study and practice the art of **Framing & Composition**
- Practice shooting in different lighting environments
- **Avoid using Digital Zoom.** Zoom with your feet
- **Take LOTS** of photos, but be ruthless in the editing.
- Join **photo communities** online to learn from others
- Sign up for **Photowalks** and InstaMeetUps
- Enter your images and vote in **competitions**



MICK REED

CEO and Founder MiMojo

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# SOUND

is every bit as important as VIDEO



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- First accessory to invest in: A good quality **Lapel mic** (eg Deity V-Lav)
- Download Voice Record Pro / Ferrite (iOS) and practice recording sound
- Good sound is achieved by a positive **Signal to Noise Ratio**.
- **Mic placement** and **proximity** to the sound source is key.
- Use a video recording camera App (eg. **FiLMiC Pro**) that gives you:
  - On screen audio levels,
  - Audio gain adjustment,
  - Manual Mic selection and
  - Audio monitoring via headphones\*



## Video is all about **VISUAL STORYTELLING**

- Curate a list of Visual Storytellers whose work you admire. Watch and Deconstruct.
- **Practice shooting in two key styles:**
  - **Run and Gun, LIVE** situations where you have little control and have to adapt in realtime
  - **Structured shoots** where you can take your time and collaborate with the subject offering more creativity and variety of shots and angles.
- Remember these numbers: **2-3secs for Social / 4-5secs for TV.** That's the average time a shot will last
- Use these numbers to ensure you **ALWAYS have enough content for your edit.**  
EG: 90 sec story = **minimum +/- 30 shots\*** (\*not including interviews)
- **Shoot like a PHOTOGRAPHER.** Lots of static shots are more useful than lots of Pans, Tilts etc.
- Have a **CLEAR MOTIVATION** for moving shots. eg. Following someone, Revealing something.

"Record for 10 seconds on each shot and change angle and framing every time. Wide, Mid, Close Up, Creative, Subjective..."

-GLEN MULCAHY  
Co-Founder MiMojo



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# Filming Interviews

is an art in itself.

- Your Interviews are likely to be The **SPINE** of your **STORY**
- **SHOOT INTERVIEWS FIRST**
- Choose your location carefully paying attention to **LIGHT, Sound** and Background.
- Shoot a **MID Shot in 4K** for versatility in the **EDIT**.
- Match the **Eyeline**. Place the mic carefully.
- Who is the guest speaking to? You or the Audience - adjust looking room accordingly
- Research and prepare your questions then hide them and **LISTEN!** Refer when needed.







# LIGHTING

- **WATCH THE EYES.** Research portrait photos and observe the reflections in the eyes. You can often identify the light setup by observing reflections and shadows.
- Most mobile journalists will only carry one On-Camera light however, investing in a small portable 3 head light kit and stands is a worthwhile investment when you can afford it.
- If you do invest then you need to learn the skill of 3 point lighting.
- Start experimenting with just natural light and a reflector. Then a Single light as a Key, Natural light/reflector as a fill.
- Finally use the three lights: Key, Fill and Hair/ Back Light



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# "Until you EDIT you have nothing"

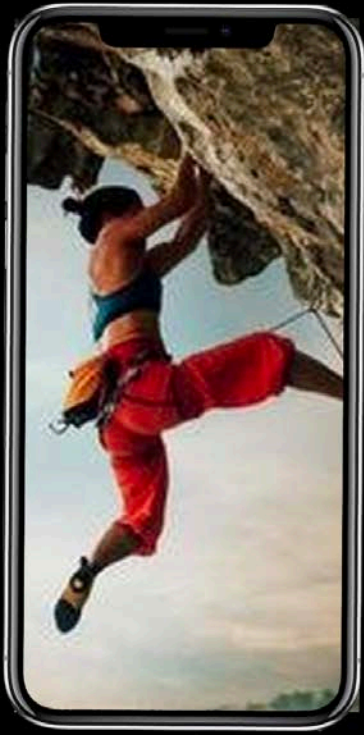
-Casey Neistat. Filmmaker / Youtube Creator



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- **Editing is an art form** not a technical process.
- Practice editing your sequences first. Edit. Duplicate Project. Re-Edit.
- Trust your Gut. If it is bothering you - there is a reason. Find it...FIX IT!
- Sequences and continuity are the secret to visual stories. They tell the story in pictures not words. This has never been more important.
- Learn and perfect these essential skills in your editing App.
  - Split / J & L Edits
  - Frame accurate editing.
  - Use Mark In/Mark Out and Insert/Overwrite.
  - Master your audio editing and mixing skills.
  - Watch your levels.
  - Reframing and Keyframing.



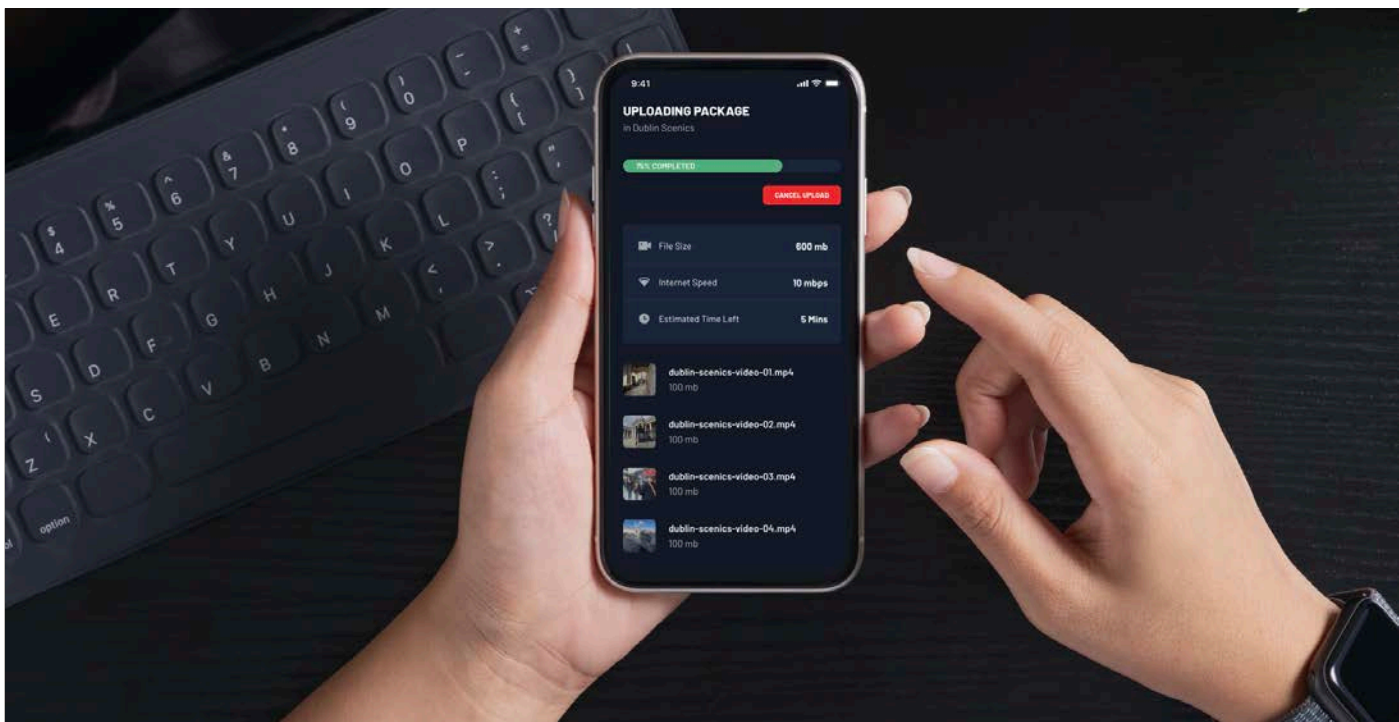
# Formats and Re-Versioning

- Practice making different versions of your story.
- TV 16:9 HD. Social Media 1:1 / 4:5 / 9:16
- Reframing and key framing is not enough. You will also have to re-edit to change the pace and duration of the story and likely change out some shots.
- Your social story will need on-screen titles and captions as (according to Facebook) up to 80% of social media is watched mute.
- You can use an **AI assisted App like MIX CAPTIONS** to auto generate subtitles in multiple languages using just your smartphone.



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## Shoot, Edit, SHARE

- Learn the essential settings for EXPORT to maintain quality and compatibility.
- When filming for TV shoot 50fps for EU/PAL broadcast or 30fps for US/NTSC. When filming for online 30fps is the standard but cinematic production uses 24fps.
- Check the encoder settings at export. .MPG? H.264? .MOV? H.265/HEVC.
- When sending your video for broadcast use a service that does NOT Compress the file and allows the inclusion of metadata like **MiMojo.co**
- Share your content in communities for feedback and peer review.





  
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