



SQUARE/PORTRAIT VIDEO FOR THE NEWSFEED

Essentials:

30-40 seconds long

Draw the viewer in by telling a story

Make every word matter

Text needs to be a similar length on each image

Try and put shot changes with the beat of the music

Rushes needed:

12 – 15 - 3 second shots BUT write the script first

The footage must include a wide to show the whole context of the story and close ups, and SUPER close ups

- The beauty of this type of video is that ANYONE can do it, you don't need to have a great voice or be good on camera. As it is just images, text and music.
- This format can be edited in portrait (16:9) or square (1:1), but square takes up more of the device screen on the news feed, so it is recommended.
- The most important thing to remember with this video format is that you story board it first, this means – think about the words you are going to use to draw the viewer in. (Example below)
- Remember you don't need to say what you see, so the images must work with the text.
- Don't zoom in on images and video (cropping tool) and use transitions as well – it will make the viewer feel queasy. It is too much. Only crop/zoom in on a video or image if there is something in the picture that is relevant, i.e. the smile said it all. Or he has had this bike for 50 years. (then you can focus on the smile or the bike!)
- It is best to stick to the classic transitions for this exercise, such as fade to black, and cross fade/dissolve.
- White text (Trebuchet Sans works well) on a black or blue background reduced to 50% opacity. Then don't forget to add an "in animation" fade and an "out animation" fade OR go for the "slide up" and "slide down." Or the text will be too sharp by suddenly appearing on screen.





- You need to change the images every 2-3 seconds so you need around 10 – 15. Remember you always need WIDE, MID & CLOSE UPS. This is how the eye works. You take in the whole picture, then start focusing on the detail. Let the movement happen in the shot, don't move the mobile. Fancy panning doesn't work.
- You may find it easier to write the script before filming the rushes (footage) as then you know EXACTLY what you need to get
- Pick music that is appropriate and try and edit the images to change every time there is a beat change.
- And as always, get someone to give their HONEST opinion before broadcast

- **EXAMPLE**

A ten year old girl is having her hair cut off for charity

1. This little girl is special..
2. Her father died of cancer
3. Just a few months ago
4. Now she's doing something incredible
5. To remember him by
6. Cutting off all of this hair
7. Ten years of hair
8. To be made into wigs
9. For children and young adults
10. Who have lost their hair due to cancer
11. Find out more at
12. Littleprincesstrust.org

