

WEEK 2

Cameras, Storyboards, Social Media

FREE WRITE

- Write for 3 minutes anything that comes to your mind about your program. Don't worry about grammar, spelling, punctuation to let your thoughts go.

3 WORDS/VISUALS

- Look through your writing and put down 3 words/3 images

MFA

- Film, Therapy, Freedom

THERAPY



FILM



THERAPY



FREEDOM



FREEDOM



FREEDOM
TO CREATE

SOCIAL MEDIA

- Brand your non-profit
- Blogs/tumblr
- Videos
- YouTube/Vimeo/Vines
- Facebook/Twitter

BLOGS

- Blog-Weblog or Vlog-video log
- Content everyday, images, videos, tags
- www.montanafilmacademy.com
- Wordpress.com
- Visionsoffilm.com

TUMBLR

- Tumblr is the social media of blogs
- <http://techland.time.com/2013/05/19/what-is-tumblr/>

VIDEOS

- Teaser, promo/highlight, and short film
- Send via email, Facebook, website
- Vines can be used everyday for Blog content and improves ranks on search engines

YOUTUBE VS. VIMEO

- YouTube is starting to recreate itself as an actual professional entity.
- -financial rewards for hits on youtube: could be anything:
- <http://www.youtube.com/watch?v=M4u4ARzSZOmg>

YOUTUBE (CONT)

- YouTube not considered professional because of anything goes policy lack of production value.
- http://www.huffingtonpost.com/2012/10/08/youtube-original-programming-europe_n_1947357.html
- YouTube: no more MTV instead you have YouTube, first ever music awards in 2013
- <http://www.youtube.com/watch?v=yXBPbnv1H-U>

YOUTUBE

- YouTube with Google grants are also funding professional companies.
- Missoula's own: Sexplanations, Crash Course, and Sci-Show our grant recipients
- <http://www.youtube.com/watch?v=pQiadPyjJ4E>
- <http://www.youtube.com/user/scishow>
- www.youtube.com/user/crashcourse

YOUTUBE

- Hank Green who started all the channels with his brother in Missoula created a financial money system for high end video presentations:
- Subbables:
- <https://subbable.com/>

YOUTUBE VS. VIMEO

- <http://mashable.com/2013/05/30/vimeo-over-youtube/>

FACEBOOK

- Facebook-one of many tools
- <http://nonprofit.about.com/od/socialmedia/a/Why-Your-Nonprofit-Should-Be-On-Facebook.htm>
- Engage on a personal level
- <http://nonprofit.about.com/od/socialmedia/a/5-Ways-To-Supercharge-Your-Nonprofits-Facebook-Page.htm>
- Content driven

FACEBOOK

- Do you pay to promote:
- Pay for more likes: pay or ask friends
- Pay to promote:
- <http://www.youtube.com/watch?v=19ZqX1H165g>

TWITTER

- Audience:
- <http://nonprofit.about.com/od/socialmedia/a/twittertips.htm>

CAMERA/EQUIPMENT

- MCAT/MFA
- DSLR-digital single-lens reflex camera (canon and nikon)
 - Digital-uses cards
 - Interchangeable lenses-prime or zoom
 - Sensor-The size of sensor that a camera has ultimately determines how much light it uses to create an image.
 - Sensor's info: <http://www.gizmag.com/camera-sensor-size-guide/26684/>

CAMERA EQUIPMENT LIST

- Show list