# 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



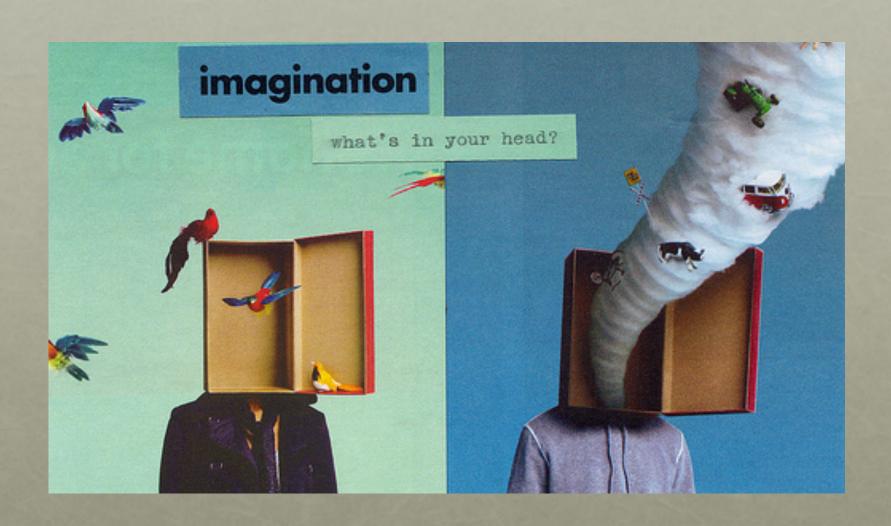
# FILM



# THERAPY



# FREEDOM



## FREEDOM



# 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

• <a href="http://techland.time.com/2013/05/19/what-is-tumblr/">http://techland.time.com/2013/05/19/what-is-tumblr/</a>

#### 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=Mu4ARzSZOmg

## YOUTUBE (CONT)

- YouTube not considered professional because of anything goes policy lack of production value.
- <a href="http://www.huffingtonpost.com/2012/10/08/">http://www.huffingtonpost.com/2012/10/08/</a> youtube-original-programmingeurope\_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
- <a href="http://www.youtube.com/user/scishow">http://www.youtube.com/user/scishow</a>
- 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:
- <a href="https://subbable.com/">https://subbable.com/</a>

#### YOUTUBE VS. VIMEO

• <a href="http://mashable.com/2013/05/30/vimeo-over-youtube/">http://mashable.com/2013/05/30/vimeo-over-youtube/</a>

#### FACEBOOK

- Facebook-one of many tools
- <a href="http://nonprofit.about.com/od/socialmedia/a/Why-Your-Nonprofit-Should-Be-On-Facebook.htm">http://nonprofit.about.com/od/socialmedia/a/Why-Your-Nonprofit-Should-Be-On-Facebook.htm</a>

- Engage on a personal level
- <a href="http://nonprofit.about.com/od/socialmedia/a/5-Ways-To-Supercharge-Your-Nonprofits-Facebook-Page.htm">http://nonprofit.about.com/od/socialmedia/a/5-Ways-To-Supercharge-Your-Nonprofits-Facebook-Page.htm</a>
- 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:
- <a href="http://nonprofit.about.com/od/socialmedia/a/twittertips.htm">http://nonprofit.about.com/od/socialmedia/a/twittertips.htm</a>

# 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