

**WE'RE  
SHAPING  
THE FUTURE  
OF LEARNING**

# Go Guerrilla!

How to make memorable and affordable learning videos

# Hello and welcome



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# How long is a piece of string?

**Kineo makes all sorts of films and videos – drama, documentary, interviews, animation – all sort of budgets**

- **150k for 45 mins**
- **30k for 10 – 20 mins**
- **15k**
- **2k**
- **£500**

"Guerrilla filmmaking is driven by passion with whatever means at hand."

Yukon Film Commission Manager Mark Hill

# Assumptions

- **Documentary (leave drama for another day!)**
- **Nothing fancy**
- **Short and sweet**
- **The very possible**
- **Mainly ‘talking head’ interviews to camera**

# Could *you* make this?



# Running order

- The case for video
- Entry level guerrilla: The smartphone
- Budget to bedazzled guerrilla: The camera and camcorder
- Ideas & formats
- Case study - classroom conversion
- Wrap + & Q & A

# The case for video

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# Why go guerrilla in the workplace?

Video is:

- **Popular**
- **Real**
- **Efficient**
- **Emotive**
- **Inclusive**

# Distilled wisdom



Video is time-efficient – you can pack a lifetime into 1 minute!

# Video is good for...

- **Knowledge capture**
- **Point of view**
- **Perspective**
- **Reconstruction**
- **Demonstration**
- **Explanation**
- **Authenticity**
- **Up-to-date communications**

# Entry level guerrilla

## The smartphone

Type in the chat:

What does bad  
smartphone video look  
like?

# Bad smartphone video

## The common mistakes



Portrait video



Lack of pace



Bad sound



Zooming and panning



Cluttered background



Poorly shot



Boring story

# Rules are made to be broken....



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# It's all about the story.



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Type Y/N in the chat:

Have you used smartphone  
video in a real live course?

# Scared of smartphones? Don't be!



- The camera is amazing
- You already know how to use it
- It's all about the director (You!)
- Work to it's strengths - choose the right **task** for the **tool**
- Best of all? It's pretty easy to beat expectations

# How do you beat expectations?

Avoid those common mistakes

Get the apps & gear

Learn a few tricks & techniques

Plan well

# Get the gear



**Smartphone <£250**

iPhone SE

Honor 8



**Lavallier microphone £15**

BOYA BY-M1



**Gimbal stabiliser £99**

Zhiyun Smooth-Q

# Get the apps

 **iOS**



**Pinnacle  
Studio**  
£2.99

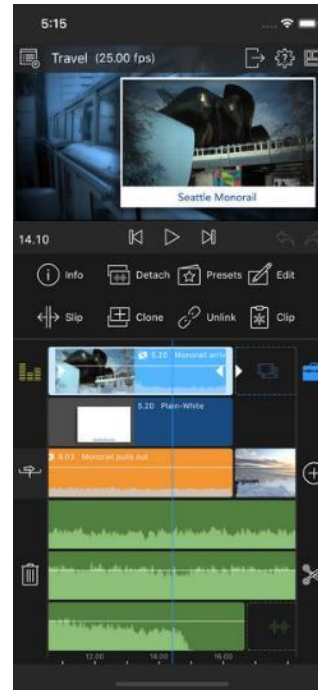


**LumaFusion**  
£19.99

 **Android**



**PowerDirector**  
£0.79



# A few tricks and techniques



**The rule of thirds**



**The 5 shot sequence**



**AE / AF Lock**



**Wild track**



**B Roll**



**10 seconds**



# Plan well



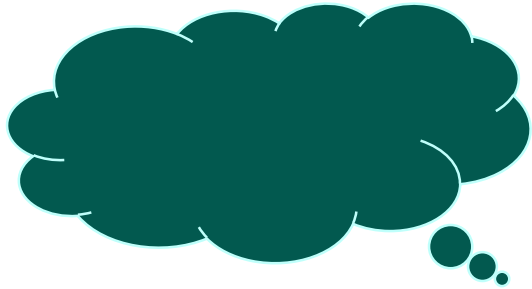
**Visualise your story**



**Scope out your location**  
(lighting, background, noise)



**Plan your shots**  
(but don't obsess)



**Have a “treatment” in mind**



**Plan your workflow**



**Ensure your heart is in it**

## When is smartphone video a smart choice?

- Dispersed SME base
- User-submitted video
- Lively / interesting / rare SME
- Fascinating subject / rare opportunity
- Cut down on “text & graphic” screens
- Show the emotion
- Serendipity

## And when should you go upmarket?

- Mission critical message
- Strong brand concerns
- External audience
- Budget encourages it



# One-minute wonder - Beta



- **Character-driven stories**
- **Focus on the environment as much as the person**
- **Lots of narrative, not much video portrait**
- **Handy way to focus on key messages**

# Split screen interview – Proof of concept



- **Contrasting or conflicting points of view**
- **Jump cuts, simple, raw editing**
- **Gets straight to the point, lose the waffle**

# Budget to bedazzled guerrilla

## The camera and camcorder

# Getting a little more, for a little more



**Benro S4 Tripod**

**£440**



**Canon EOS C100 Mark II  
+ EF-S 18-135mm lens**

**£3999**



**Zoom Handy Recorder  
H4n Pro/UK**

**Rode Lavalier Microphone**

**£149**

**£169**

**Get going for  
under £5k!**

# ... Or getting a little less, for a little less



**Cayer BV30L Fluid Head Tripod**

**£130**



**Canon EOS 700D Mark II  
+ EF-S 18-135mm lens**

**£560**

**Zoom H4n Pro/UK  
Handy Recorder**

**£169**



**Rode Lavalier Microphone**

**£149**

**But you could  
get going for  
under £1k!**



**Why  
this?**

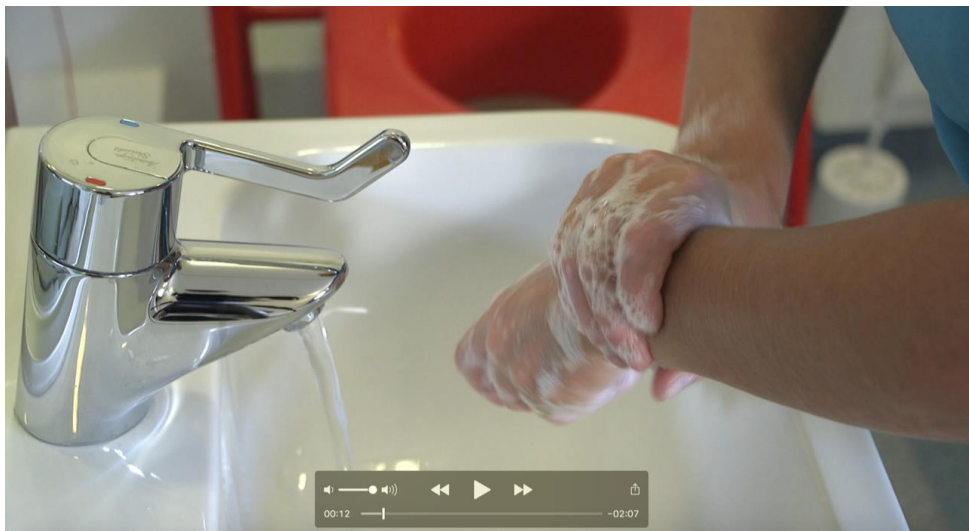


**Rather  
than  
this?**



**It's all down to EU  
taxation regulations**

# What kind of image quality can you achieve?



**If you can get  
good natural light.....**

**....it's not bad!**



# Ideal for demonstrations and explanations



**Film someone doing something..... and explaining it.**

**Authentic, inexpensive and effective.**

# What really makes a difference?

- Audio always trumps video – **so use a Lavalier microphone**
- Video interviews often end up in poorly lit meeting rooms – **so always bring one set of lights just in case**
- Don't believe them when they say they will memorise what they want to say – it will lead to tears and nightmare editing - **so invest in a low cost autocue**
- Make sure interviewees start by **making statements** not answering your question and **ALWAYS pause** before you ask your next question – it will make the editing much easier
- **Capture or gather general background shots** (called B-roll) to cover your edits and illustrate what they are talking about



# What should I use to edit my video?



# Ideas and formats

# Why talking heads?

- **Credible - straightforward, real-life, honest**
- **Knowledge transfer, points of view - interviews, vox pops**
- **Use cut-aways with voiceover**
- **Don't always film indoors – go exterior**
- **Use text**

# Demonstration



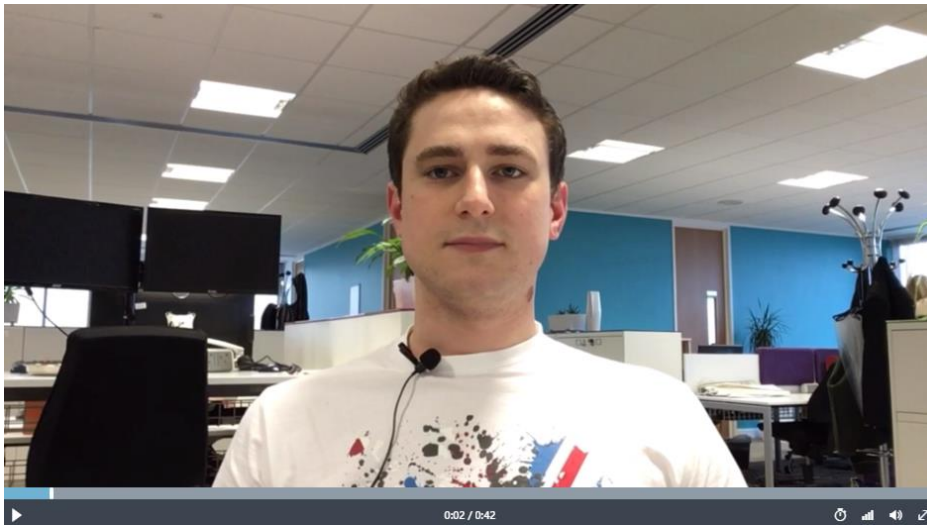
**Show it like it is!**



# 2 for 1

2 shots in 1 minute

- Person to camera to introduce and position the film
- Show what they're doing with voiceover the top



# News story

## 5 step storytelling

1. ACTION – close up of what's happening
2. Who – close up, medium - who is doing it, who it's happening to
3. Context – wide shot showing the whole thing
4. Point of view – over the shoulder for perspective
5. What happens – arty wide



# Humour



**"Guerrilla filmmaking is driven by passion with whatever means at hand."**

- **Captions**
- **Script**

# Ask the expert

1. Empty chair with an envelope on it
2. Enter the expert
3. Opens the envelope
4. Reads out the question in it, sits down and answers the question to camera
5. Maybe against the clock and can be as improvised as your SMEs can handle!

# Split screen

- Inspired by a cult Italian TV show
- 2 people answer the same question
- Then on to the next question in the blink of an eye
- Two different SMEs answering the same question but in their own words?

# Pecha kucha

- International presentation technique
- 20 Power point slides 20 seconds each
- Use a timer and a presenter to camera
- Overlays and graphics to emphasise key points

# 5x5

- To stimulate interest, advertise
- 
- A social media convention
- 5 scenes stitched together of 5 seconds each
- Maybe film a series of 5x5
- Viral opportunities
- Participation, competitions, social

# TED talk

- Film an expert talking to a group of people
- Or possibly script and stage the event using an actor to play the part of the TED presenter
- Use autocue software
- **Or simply capture and film the face-to-face experience...**

# Case study

## Classroom conversion



# Guerrilla video for low cost workshop conversion



1. Film workshop
2. Write presenter links

3. Record trainer as presenter
4. Edit it all together

# That's a wrap - any questions?