

# VIDEO AND YOU

BECAUSE YOUR USERS AREN'T GOING TO JUST WATCH  
ANY BORING-ASS VIDEO YOU THROW UP THERE

**SHOW, DON'T TELL**

**SHORTER IS BETTER**

Most users don't want to watch an HOUR TREATISE on the background TECH of your app. DON'T necessarily start from SQUARE ONE. JUMP right in and show us your BEST STUFF — your KILLER FEATURES. Cut it down to JUST THE GOOD PARTS.

# IT'S A PROMO! IT'S A TRAINING VIDEO!

---



So, which is it? If you PLAY your CARDS right, maybe it's BOTH. An IN-APP FIRST-RUN video that shows a NEW USER the ropes can also be effective as a PROMO video on your WEBSITE for POTENTIAL users.

# ENGAGING: ONE COOL THING



## Essential Guides

- Account Setup 1:26
- Reading & Posting 1:02
- Layouts & Themes 0:50

## Extra Features

### ◀ Advanced Posting 1:10

- Posting Pictures 0:56
- Tweet Compression 1:03
- Actions: Show Author 0:41
- Actions: Threads 0:38
- Actions: General 1:41
- Filtering 0:55
- Searches & Trends 1:10
- Settings 1:15
- Advanced Settings
- Tips & Tricks

# ENGAGING: HUMOR



Birdhouse

by Sandwich Dynamics



Panic Sale

by Panic

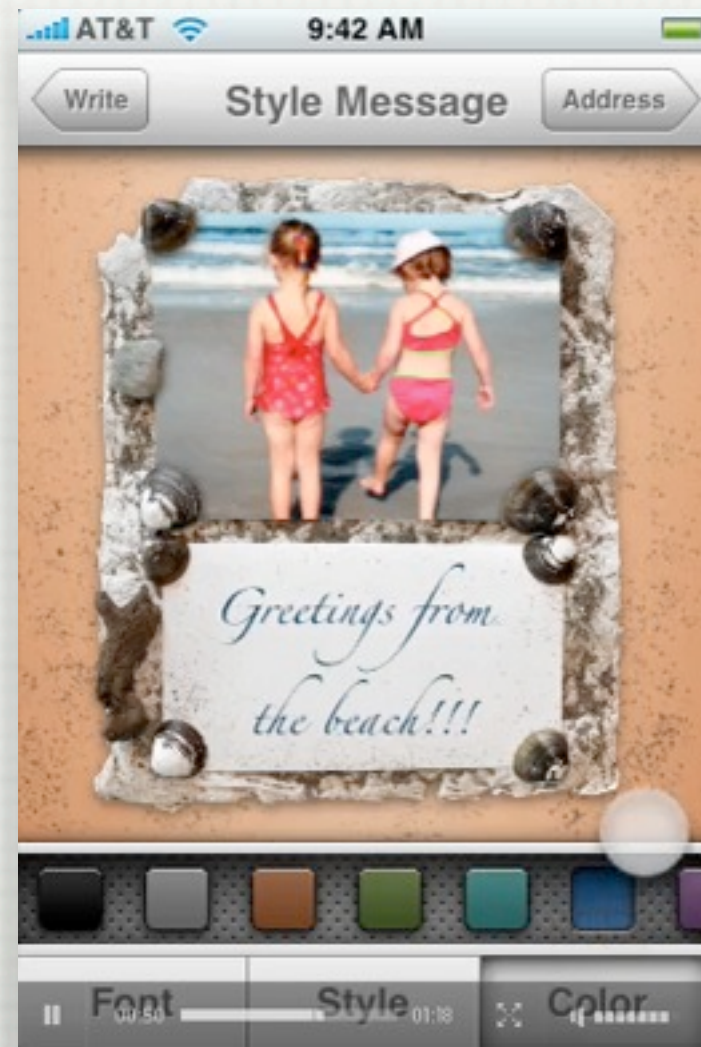


# KNOW YOUR AUDIENCE



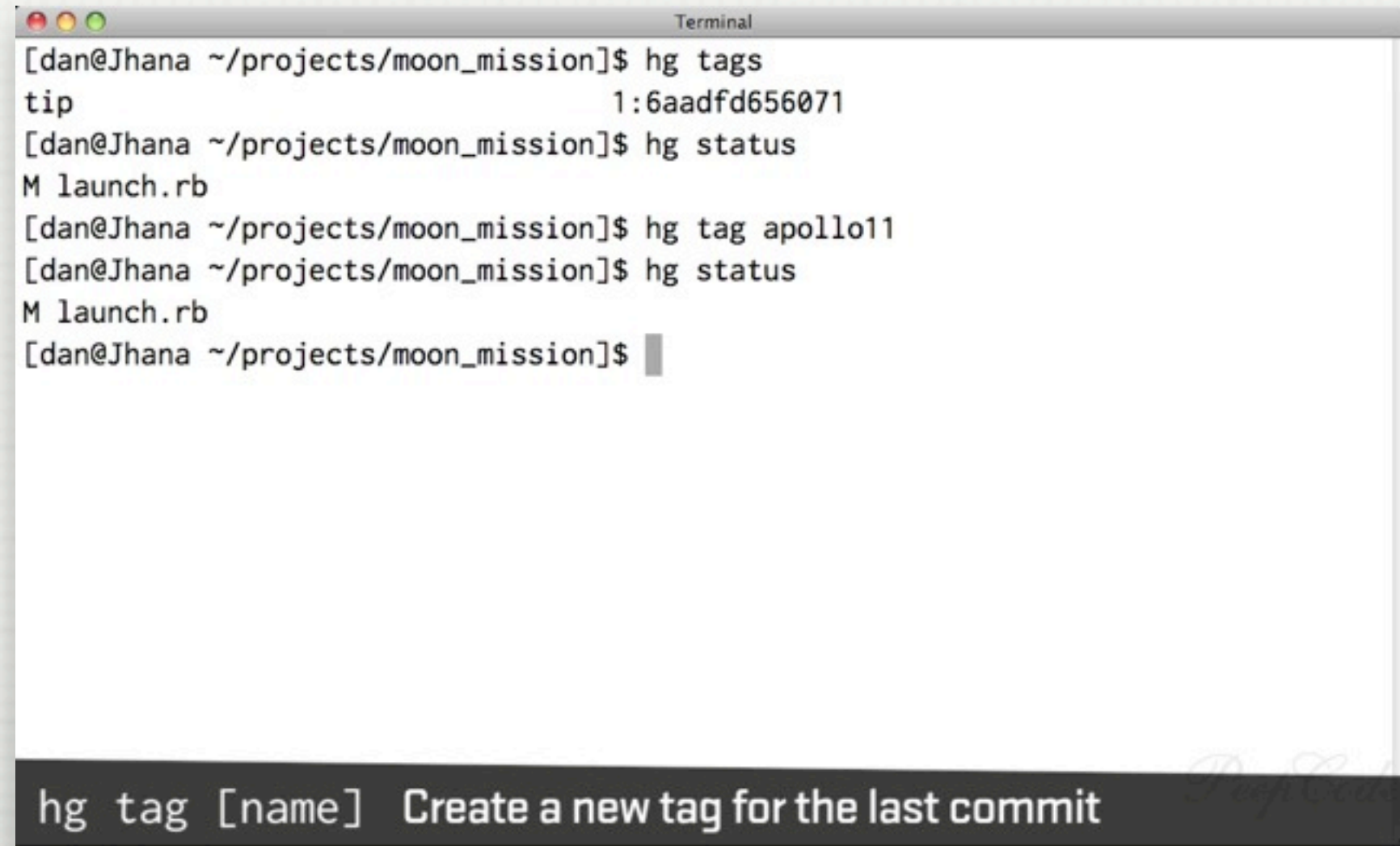
Postage

by Rogue Sheep



Meet Mercurial

by PeepCode



# HOW DO I MAKE A SCREENCAST ON MY MAC?

CAPTURE



EDIT & ENHANCE

In GENERAL, I recommend SCREENFLOW, because it CAPTURES, has a built-in EDITOR, and several FEATURES that let you HILITE what you're doing right IN THE APP. If you're a PERFECTIONIST like me and want more CONTROL, I'd continue REFINING in a PRO-LEVEL app.



# WHAT ABOUT THE IPHONE?



- ❑ iPhone Simulator +  SimFinger
- ❑ <http://github.com/atebits/SimFinger/>

# WHAT ABOUT ON THE IPHONE?



Veency / ScreenSplitr

on a jailbroken iPhone



iSimulate

by Vimov



Search “iPhone screen capture” on YouTube for how-to videos

# NO, REALLY— WHAT ABOUT ON THE IPHONE?

---



If you really need the FULL IPHONE EXPERIENCE, you can record the SCREEN simply by POINTING a CAMERA at it, and USE your FINGER, like APPLE'S tutorial MOVIES. It's a little TRICKER to LIGHT and SHOOT, but it can look just as GOOD if you LINE everything up RIGHT.

# HOW ABOUT LIVE VIDEO?

---

- ❑ Shoot in HD
- ❑ For Pete's sake, use a frikkin' tripod.



# I CAN JUST USE AVAILABLE LIGHT, RIGHT?

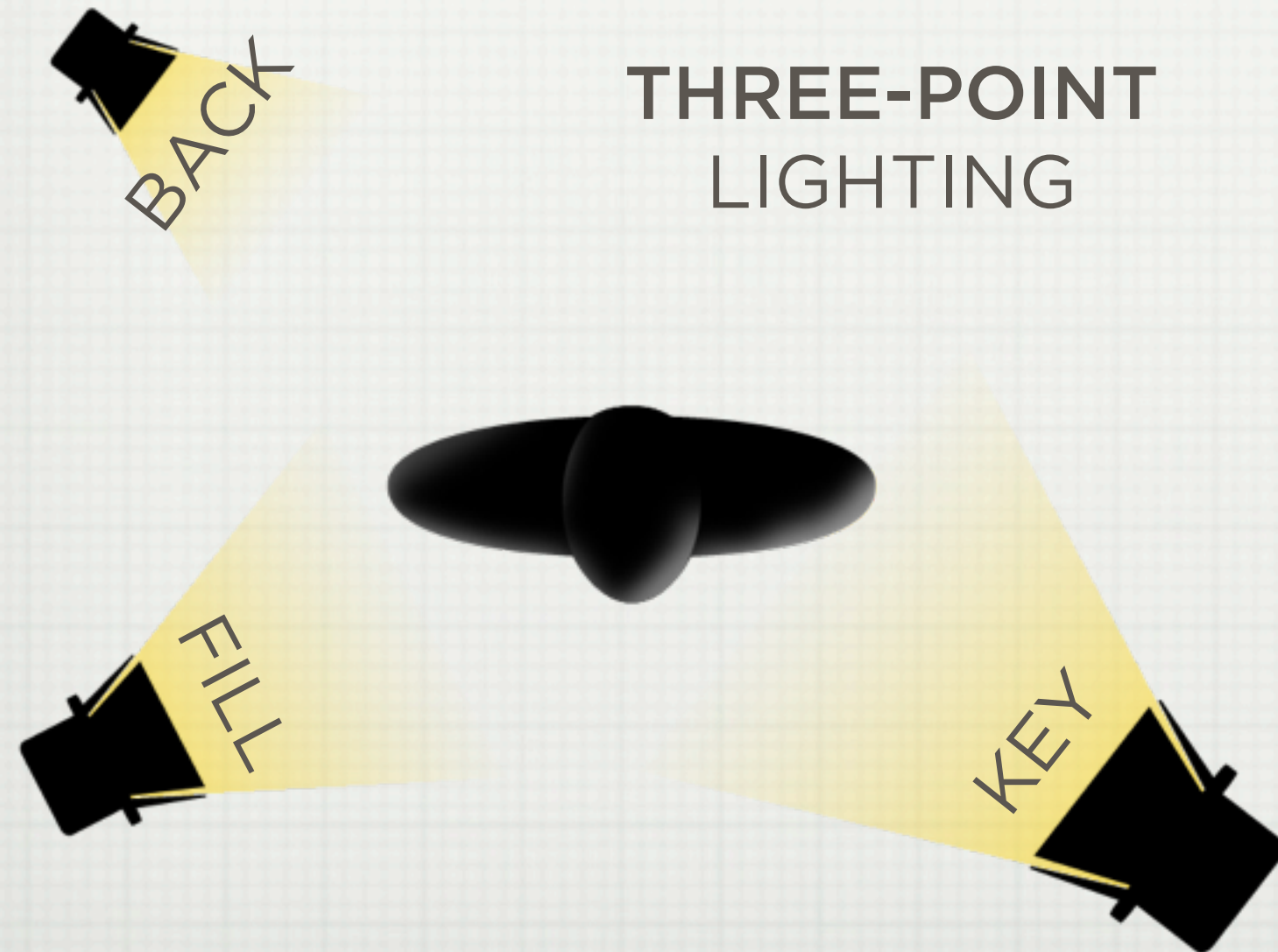
- No.
- Well, okay.  
But only if you're  
outside.
- You're not outside.



<http://www.flickr.com/photos/alperbuluc/> / CC BY-NC 2.0

LEARN to LIGHT. A 3-POINT LIGHTING system is "STANDARD" for TALKING HEAD shots, but you can GET AWAY with a SINGLE LIGHT and judicious use of WHITE or REFLECTIVE CARDS to BOUNCE extra light. Simply, THERE ARE THREE LIGHTS.

# HOW ABOUT THOSE LIGHTING TIPS?



## THREE-POINT LIGHTING

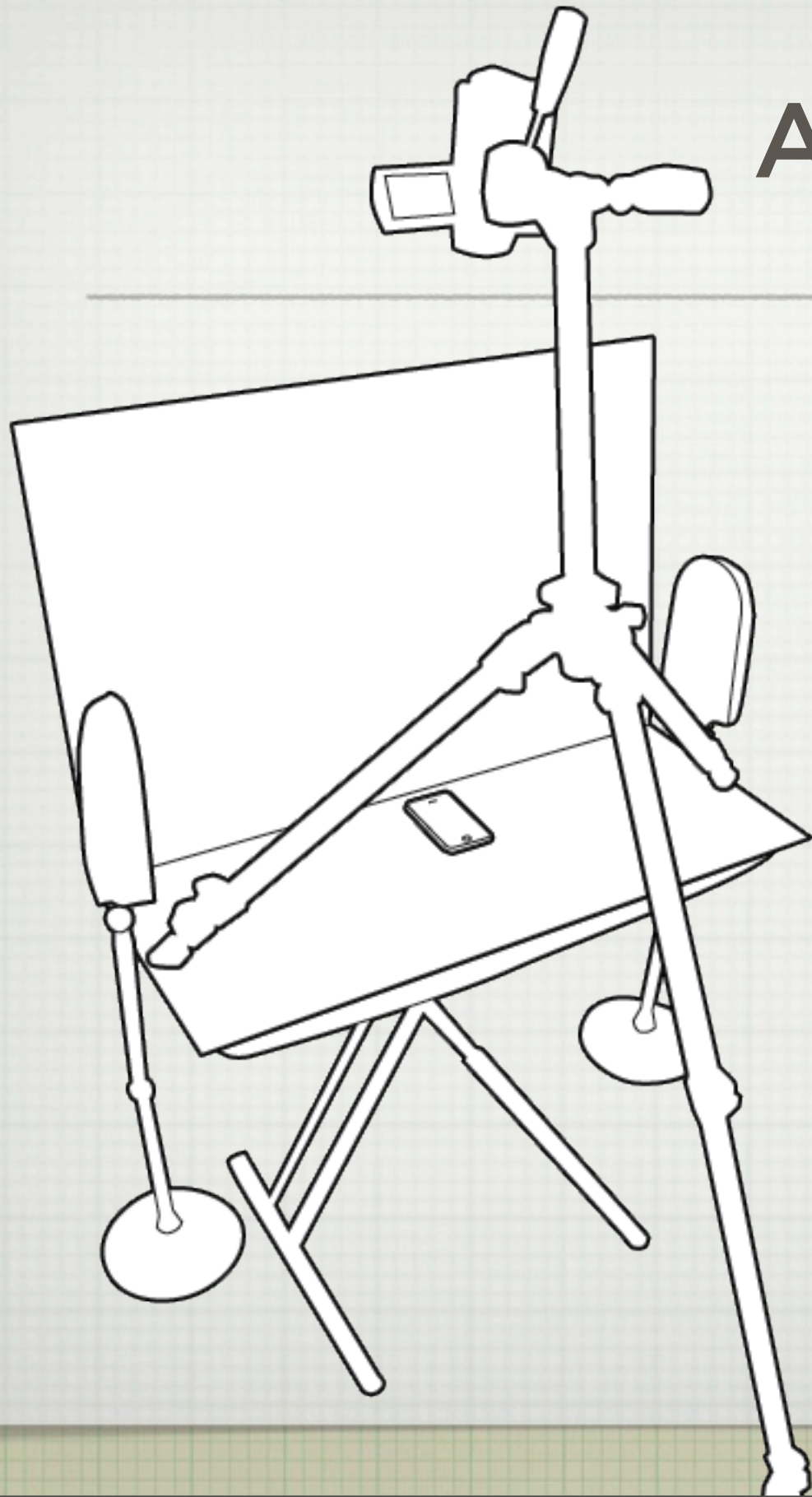


<http://digitalphotographyblogs.com/2006/11/10/the-basics-of-three-point-lighting/>

Your KEY light is the BRIGHTEST, the FILL fills in the SHADOWS, and the BACK light makes an EDGE that POPS you from the background. You could also use a REFLECTIVE CARD to BOUNCE light for the FILL, and ELIMINATE the BACKLIGHT for a BUDGET shoot.

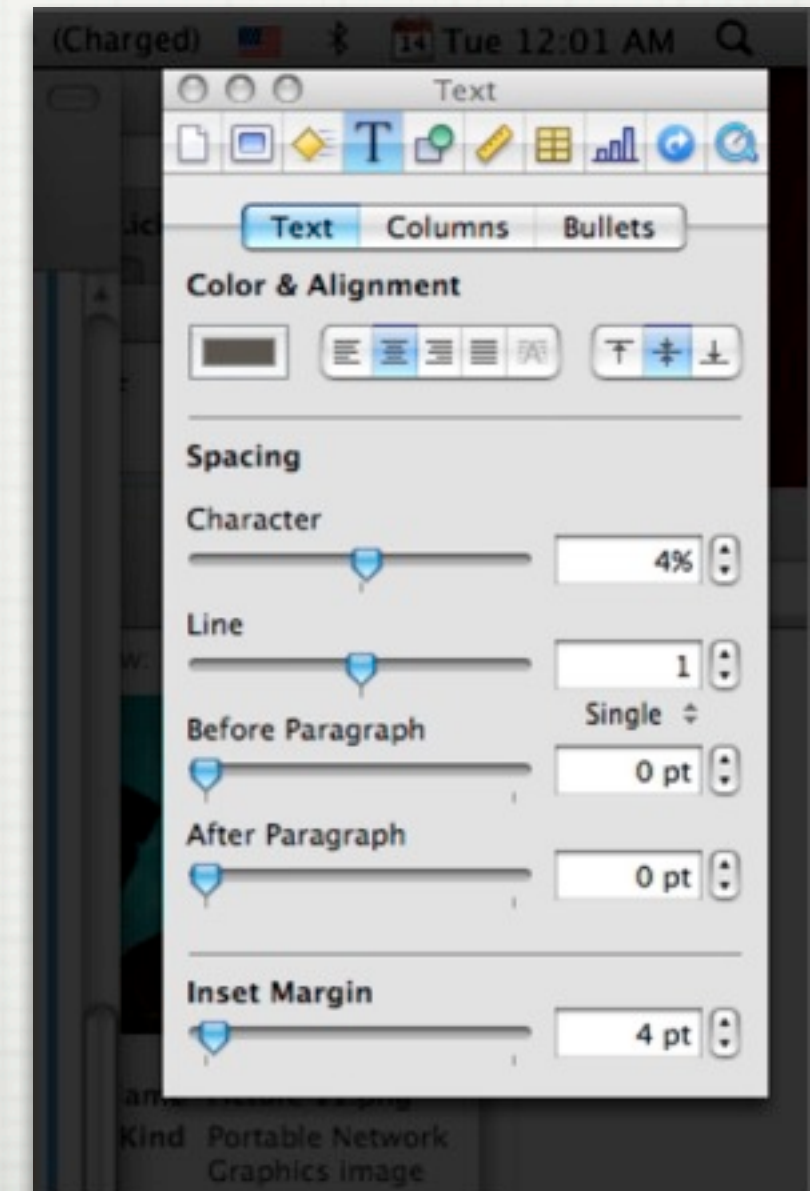
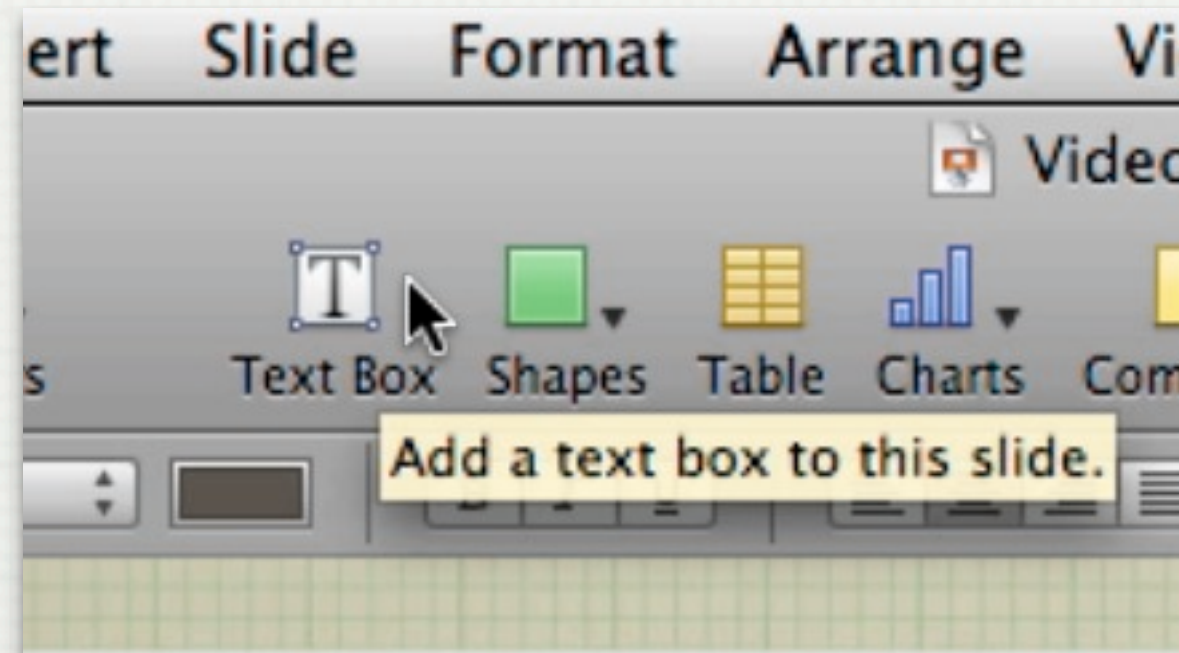
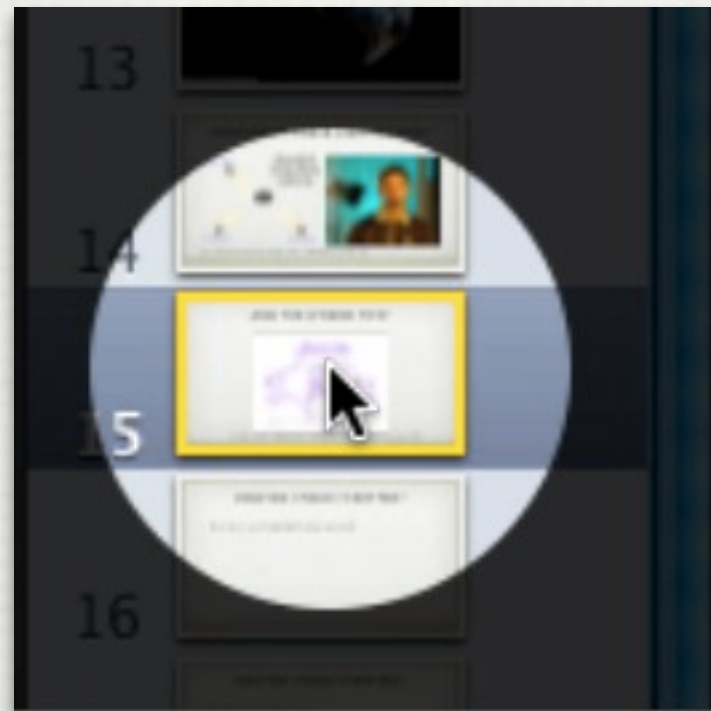
# AND THE LIVE IPHONE TIPS?

---



- White foamcore base and “bounce”
- Turn your camcorder’s auto-iris and auto-focus off

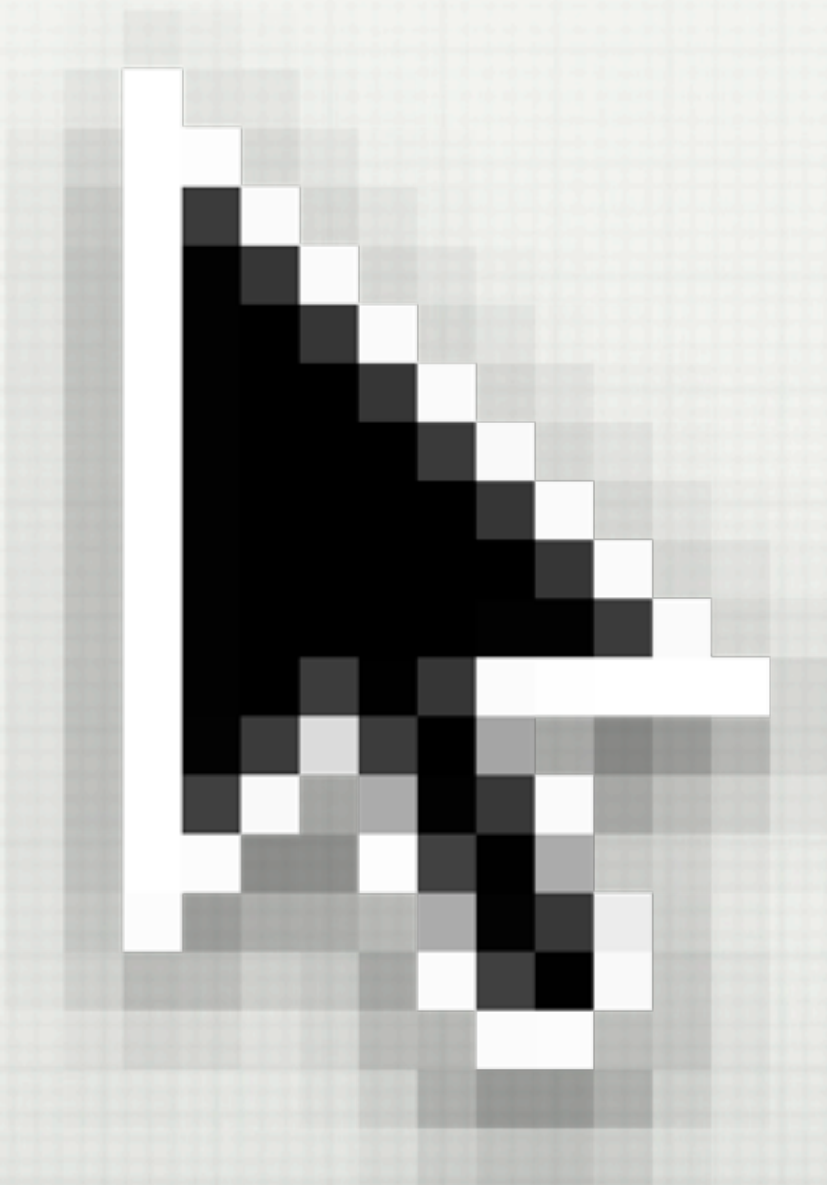
# HOW DO I MAKE IT BETTER?





# HOW DO I MAKE IT BETTER?

---



It's a lot MORE WORK, but TURN OFF the CAPTURE of the POINTER altogether, and ANIMATE your own. That way, WHEN YOU CUT your video, your POINTER won't keep JUMPING all over the place. You can make it MOVE SMOOTHLY and draw ATTENTION only WHEN it NEEDS TO.

# HOW DO I MAKE IT BETTER?

---

- Invest in a quality microphone.
- Script out your voiceover.



# MAKE IT EASY FOR THEM

---

- Format: QuickTime or MPEG-4 in H.264
- Mac video:
  - 640x360 for YouTube
  - 960x540 (half-HD) is great for detail
- iPhone video:
  - 320x480 vertical

# VIRTUAL Q&A

[MARK@FINALCUTPROSE.COM](mailto:MARK@FINALCUTPROSE.COM)

[TWITTER.COM/BOBTIKI](https://twitter.com/BOBTIKI)

[ALPHA.APP.NET/BOBTIKI](https://alpha.app.net/BOBTIKI)

MORE TIPS AT [FINALCUTPROSE.COM](https://finalcutprose.com)