



UMEÅ UNIVERSITY

In-service training: Mobile Filmmaking – Module 1

Aim of the course

- The aim of the course is to be able to answer these questions: How should I use mobile films? When should I use mobile films and when should I not?
- After the course, participants should be able to:
 - produce a short mobile film of good quality in line with the Umeå University visual identity;
 - save, publish and share the production in a simple way in one of the channels that Umeå University provides; and
 - follow up the result of the production on social media.

Course content

How to tell a story

- Film on social media. Examples found online and from Umeå University specifically
- How to tell a story and choose what is news-worthy
- Narrative and interview techniques
- How to adapt the content to the intended recipient
- Guidelines for films from Umeå University including ethical considerations

Filmmaking and editing

- How to use your mobile; Iphone or Android. Description of the technology.
- How to make a film. Arrangement of visual elements, cropping, telling a story in images and finding a suitable timeline.
- Sound and lighting. Briefing of the technology that can be used to solve potential problems.
- Software. Presentation of features and functions of Imovie for Iphone and corresponding software for Android, for instance Filmora or Vivavideo.
- Import files from other sources, other than mobiles, for instance.

Publishing

- Channels and platforms for Umeå University specifically and overall for social media
- What to consider and text requirements for publishing
- Social media spreading
- The easiest ways to find user statistics and what it shows



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Exercises

The course consists of three exercises carried out on campus during the day. The exercises are carried out in pairs, and after each exercise, the films will be shown to the group. Feedback is provided to each film.

1. Filmed interview

This exercise consists of filming an interview of a maximum of 80 seconds long, setting up the recording space, edit the start and finish, import media from other sources than your phone, and publish the film on the course's own test platform.

2. News item

This exercise consists of producing a short film with a start image, recording a voice-over speaker, shooting additional footage, perform an interview and adding a final image with the Umeå University logo. In addition, course participants practise their ability to set up the recording space, edit the film in the mobile's editing tool and publish the film on the course's own test platform.

3. Documentation of event or conference

This exercise consists of producing three short interviews with three different individuals, shoot additional footage, add music and a final image with the Umeå University logo. In addition, course participants practise their ability to set up the recording space, edit the film in the mobile's editing tool and publish the film on the course's own test platform.

Scope

Group size: 6–8 participants. The course is held during one working day from 09:00–17:00. If a higher number of participants sign up, Inhousebyrån can offer more course dates. Register to the course by contacting inhousebyran@umu.se.

Price

Price per person is SEK 3,000 including internal university VAT.

Technical specifications

Equipment needed for the course.

Apple phone and editing tool installed:

- Apple iPhone 5 or newer (preferably iPhone 6 due to the camera quality), iOS 10 or later version
- Editing tool for Apple installed: Imovie

Android phone and editing tool installed:

- Samsung S5 or newer, or other equivalent Android phone. The latest Android system, or the newest system possible
- Editing tool for Android installed: for instance Vivavideo Free



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Other specifications:

- Available memory space on your phone. Preferably 500 MB or more
- Preferably the Dropbox app installed
- Phone charger or power bank

A computer is no requirement since editing is performed on your phone. Still, if possible, it could be beneficial to have a computer available in order to look at other course participants' films.