

KONTEN SMARTPHONE

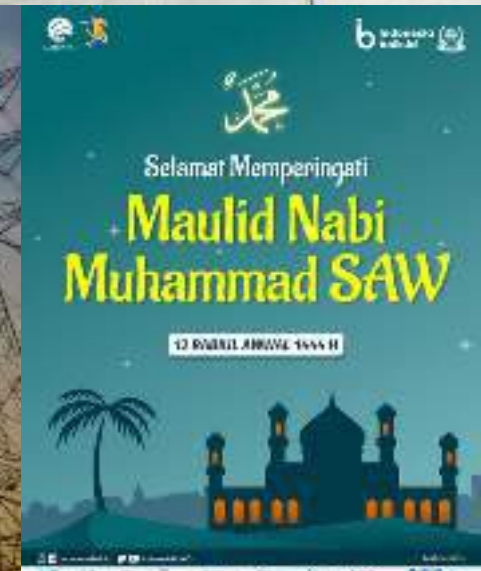


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Jumat | 14 Oktober, 2022

KONTEN POPULER MEDSOS

1. FOTO + TEKS/DATA/GRAFIK
2. EVENT/HARI RAYA
3. KUTIPAN
4. MEME
5. KOMIK
6. INFOGRAFIS
7. VIDEO



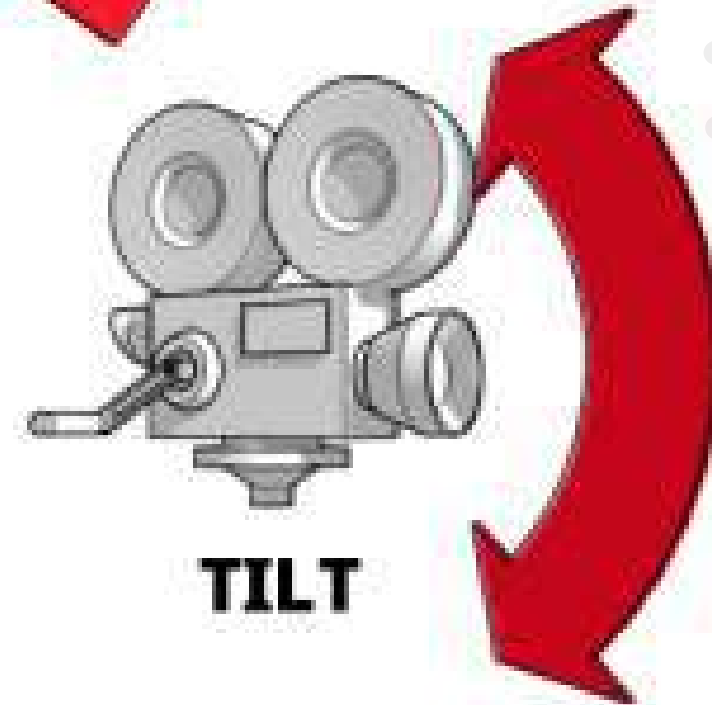
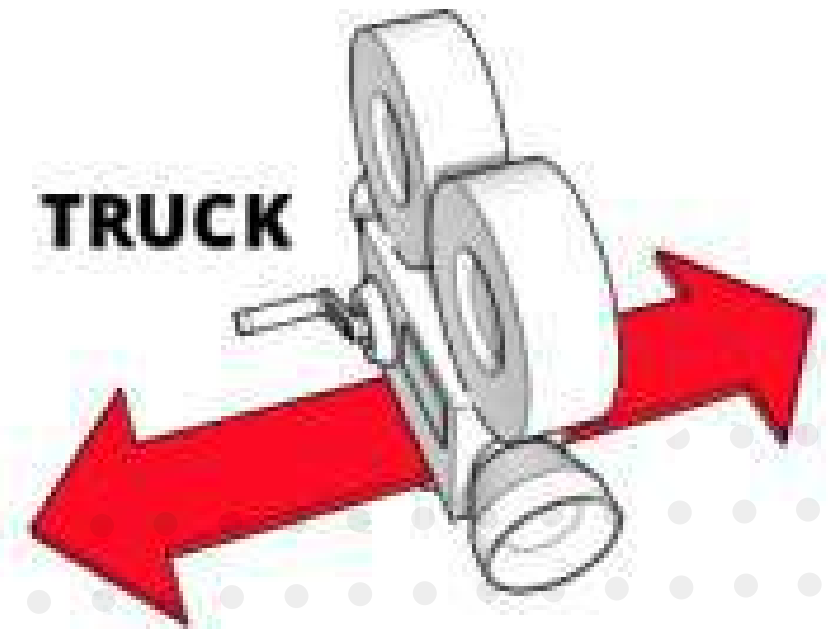
**"If a picture paints a thousand words
then a motion picture double them."**



- RINGKAS DAN AMAN**
- MOBILITAS**
- FAMILIAR**
- LENGKAP**



CAM MOVEMENT



SHOT SIZE

WIDE/ESTABLISH SHOT



FULL SHOT



MEDIUM SHOT



MEDIUM CLOSE UP



CLOSE UP



EXTREME CLOSE UP



SHOT COMPOSITION

RULE OF THIRD



HEAD ROOM



LOOKING ROOM



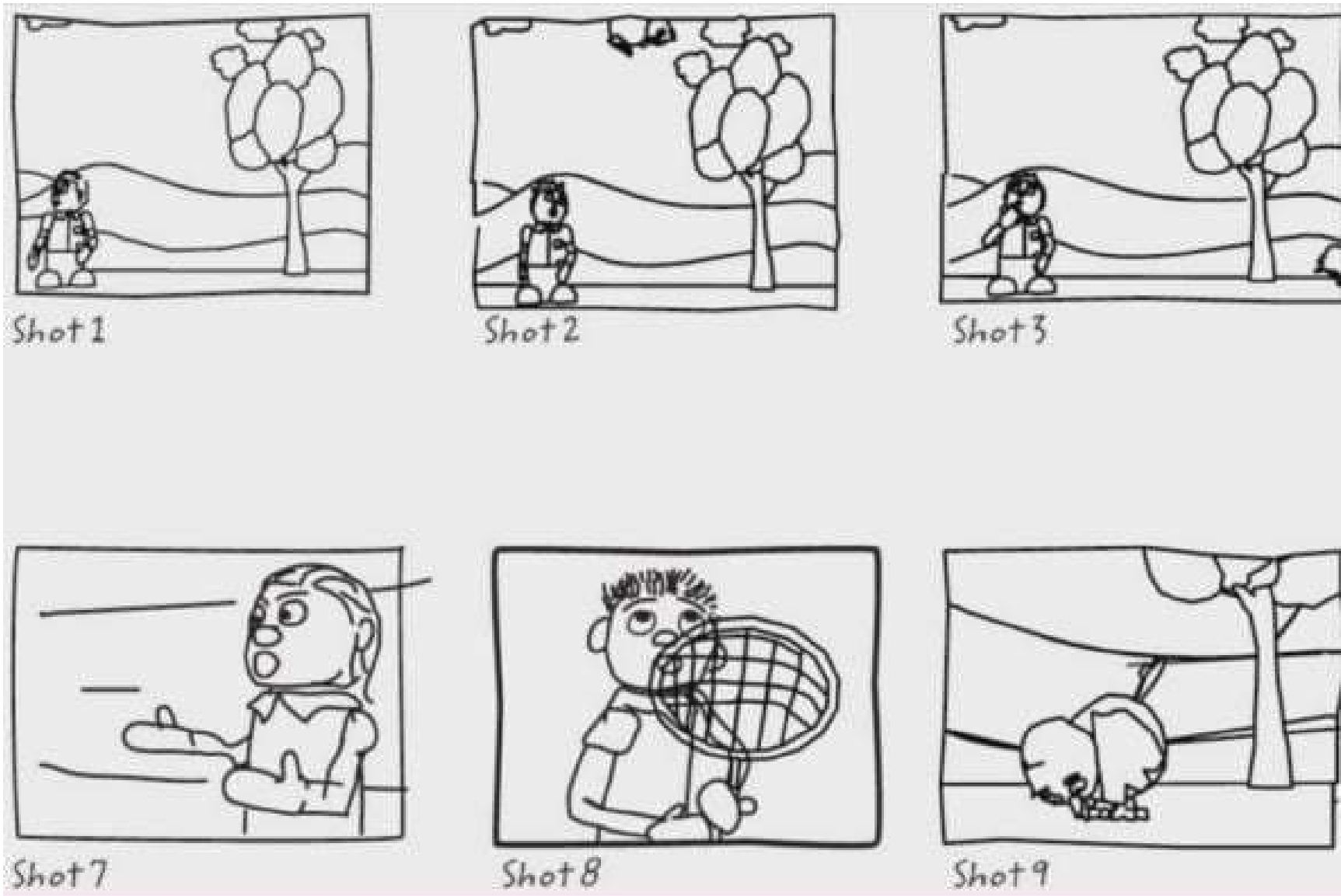
BACKGROUND



FOREGROUND



SHOT SEQUENCE



1 Closeup of the hands

What is being done? Some mystery is fine by going in very close up: engages the viewer



2 Closeup of the face

Who's doing it? Frame it well, give "talk space" in front of eyes/nose. OK to cut off top of head, but not chin. SHOW TWO EYES!



3 Wide shot

Where is it being done? Get context, environment, mood and location information of the subject and surroundings



4 Over the shoulder

How is it done? Combine previous three ideas into one shot. Get right over shoulder for point-of-view (POV).



5 Unusual/alternative

What else should viewer know? Be imaginative: stand on a chair, crawl on your belly, vary what's in the foreground or background. This will be particular to your location or story.



6 Interview

Additional shot: interview the subject to get good usable audio for voiceover and to intercut with b-roll. (See interview hints in sidebar)

KONSEP DASAR

IDEA TO
SHARE

AUDIENCE TO
REACH

OUTCOME TO
ACHIEVE



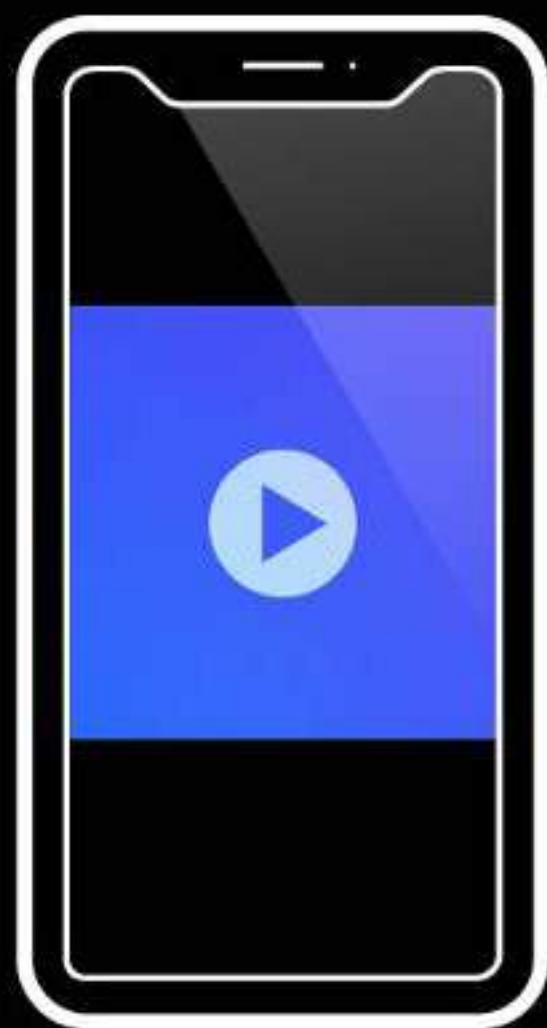
◉ LANGKAH PRODUKSI

- ◀◀◀ tentukan IDE
Agenda setting, isu prioritas, dll
- ◀◀◀ RISET DATA
Rilis, konferensi pers, dll
- ◀◀◀ BUAT JUDUL DAN SCRIPT
- ◀◀◀ Siapkan elemen visual
Video SOT, Logo, grafik, insert gambar, musik, dll

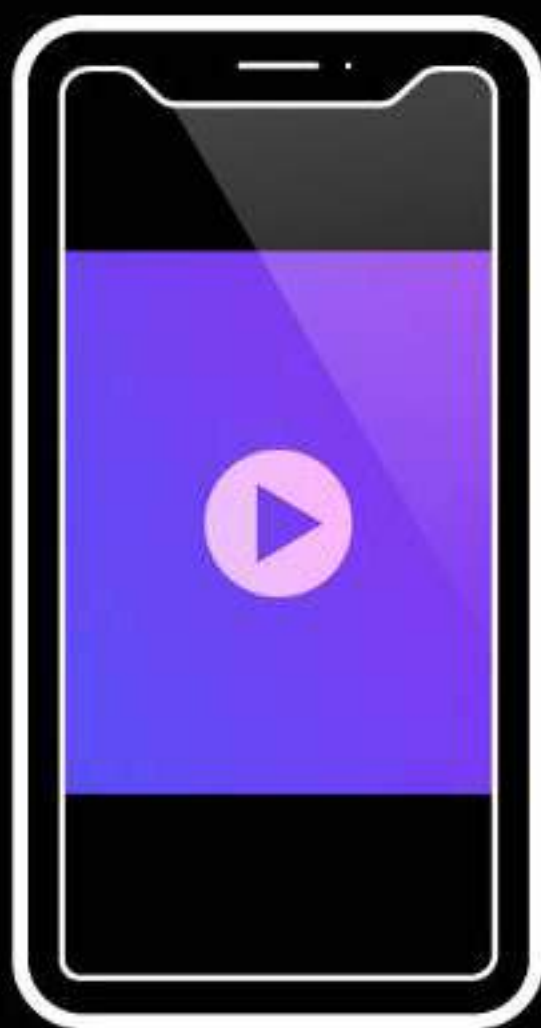
VIDEO ASPECT RATIOS ON MOBILE DEVICES



16:9
LANDSCAPE
(YOUTUBE)



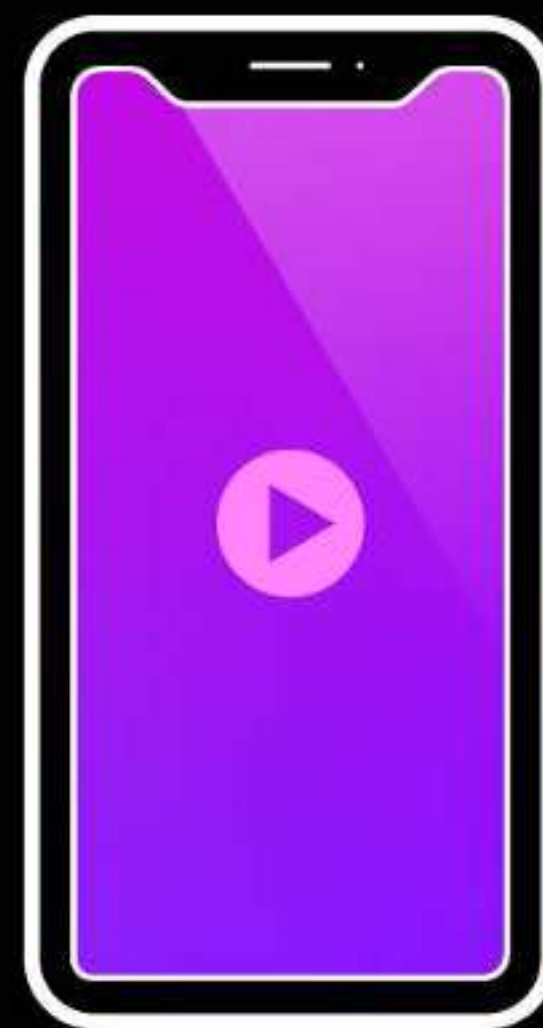
1:1
SQUARE
(IG & FB POSTS)



4:5
VERTICAL
(IG & FB POSTS)



2:3
VERTICAL
(ONLY FB)



9:16
FULL VERTICAL
(IG STORY/IGTV)



LET'S TRY

