

brightest bōlb  
*create video on your smartphone*



Welcome



brightest **bōlb**  
*create video on your smartphone*

+



**CIMSPA**





**Sector specific** video production



A close-up photograph of a man with a full, light-colored beard and a dark cap worn backward. He is looking down and to the right. He is wearing a blue, textured, high-collared jacket. The background is slightly out of focus, showing what appears to be a wooden structure. Three semi-transparent dark grey text boxes are overlaid on the image. The first box is at the top left, the second is at the bottom left, and the third is at the bottom right. The text in the boxes is white, with the percentages '95%' and '10%' highlighted in yellow.

You retain

95% of what you watch

10% of what you read



Describe the shape of a square

A square is a polygon with 4 sides of equal length and 4 right angle corners ( $90^\circ$  corners).







Information is absorbed via visual senses  
by less than 1/10 of a second





The human brain processes visuals  
**60,000 times** faster than text





A picture paints a **1,000 words**



You will be shooting  
**25 frames** every second







# Smartphone video

The power in your pocket





types of video – reusable, high production  
Agency or video dept produced





labour intensive and expensive equipment  
high production and costly





Smartphone video  
provides you with the answer



# Smartphone technology

makes regular 'snackable' video creation easy



A hand is holding a smartphone horizontally. The screen shows a video of a landscape with mountains and trees. The background is dark and out of focus.

## today smartphones can:

- capture video (5K broadcast standard)
- you can edit video
- you can distribute (No up-loading between devices)
- feature film production and professional festivals
- Turner prize 2018 awarded to a film shot via iPhone

Transition



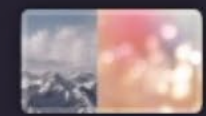
None



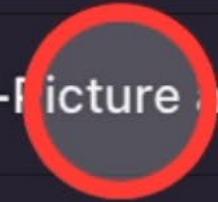
Classic Transitions



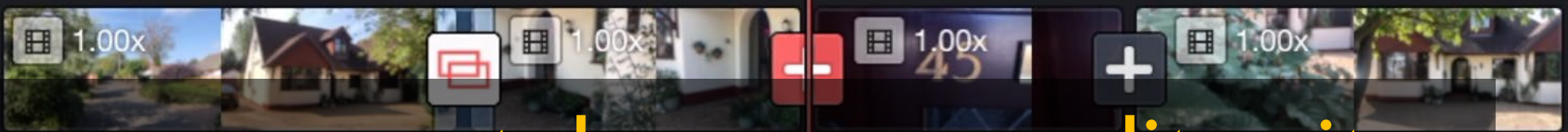
Picture-in-Picture and Multivideo



Presentation



0 10 00:00:19.210 30 00:00:37.255



Using your **smartphone** as an **edit suite**





**Who are we?**





Ralph Tittley



Started as a 'runner'

Award winning video editor with  
over 400 broadcast credits

Accomplished cameraman

Over 1,000 corporate and branded  
content productions



Started as writer and director  
in theatre

Broadcast series producer, director  
and writer

Ran video production companies  
in UK and Middle East

Over 1,500 broadcast and  
corporate credits

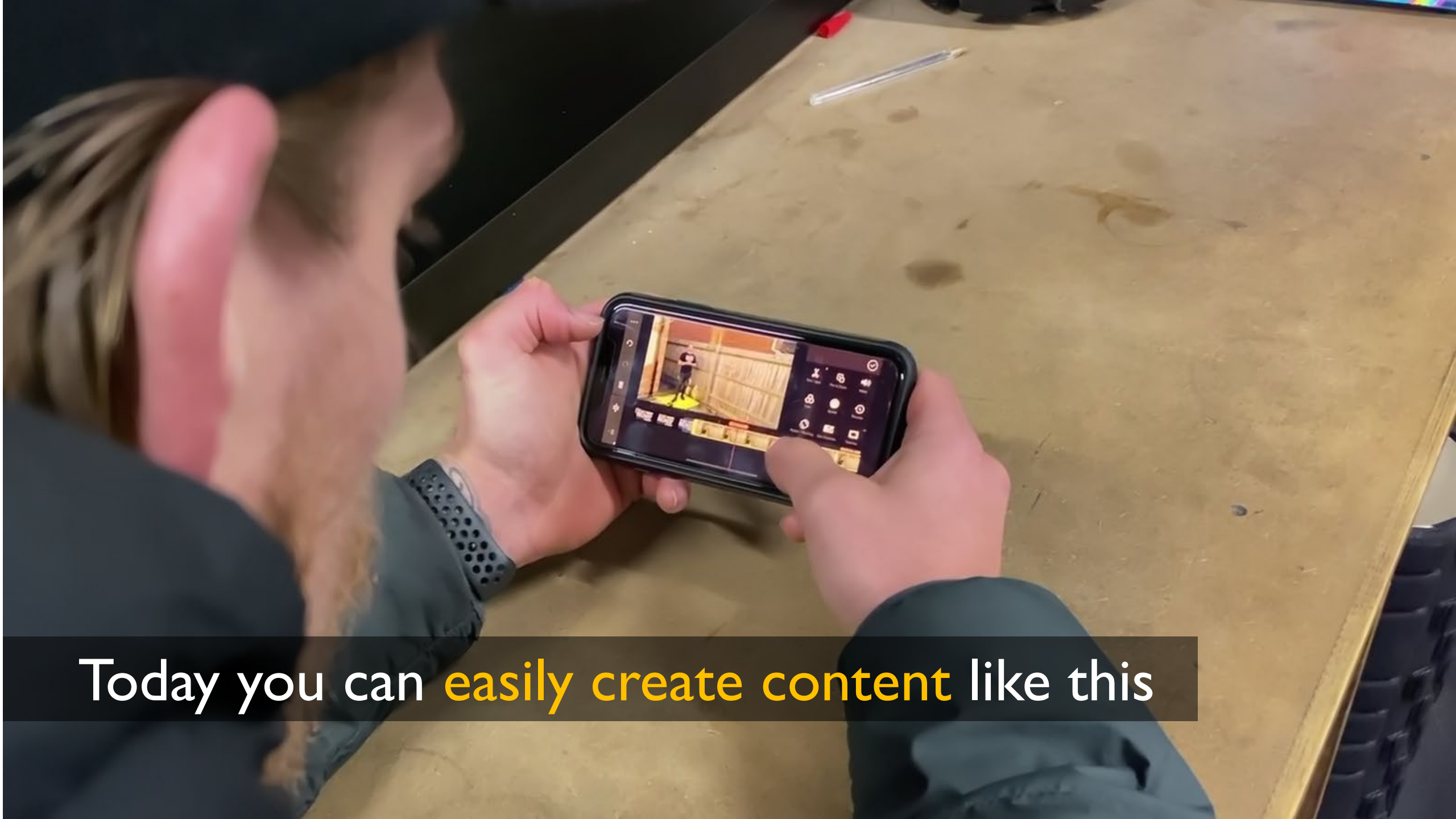
John Dixon











Today you can **easily create content** like this





# Smartphone video

## The Ralph Challenge



A close-up, artistic view of a camera lens. The lens is the central focus, showing its intricate internal elements and the circular patterns of the glass. The background is heavily blurred, creating a bokeh effect with soft, out-of-focus light spots in shades of blue, green, and white. The overall mood is technical and creative.

Ralph is going to make a  
video in 25 mins



Introducing **FilmicPro**



FFE

your guide to shooting video







Remember FFE and you will not go wrong



C

CAMERA PERSON

F

FRAMING

F

FOCUS

E

EXPOSURE



T

iDEC®





T

Individual

Planning

Pre-Production

Production

Post-Production

iDEC®



## Individual

Planning

Pre-Production

Production

Post-Production

iDEC<sup>®</sup>

## Director

Understanding

Structure

Audience

Performance



## Individual

Planning

Pre-Production

Production

Post-Production

## Director

Understanding

Structure

Audience

Performance

iDEC<sup>®</sup>

## Editor

Learning skills

Timelines

Transitions

Trimming

## Individual

Planning

Pre-Production

Production

Post-Production

## Director

Understanding

Structure

Audience

Performance

iDEC®



## Editor

Learning skills

Timelines

Transitions

Trimming

## Camera-person

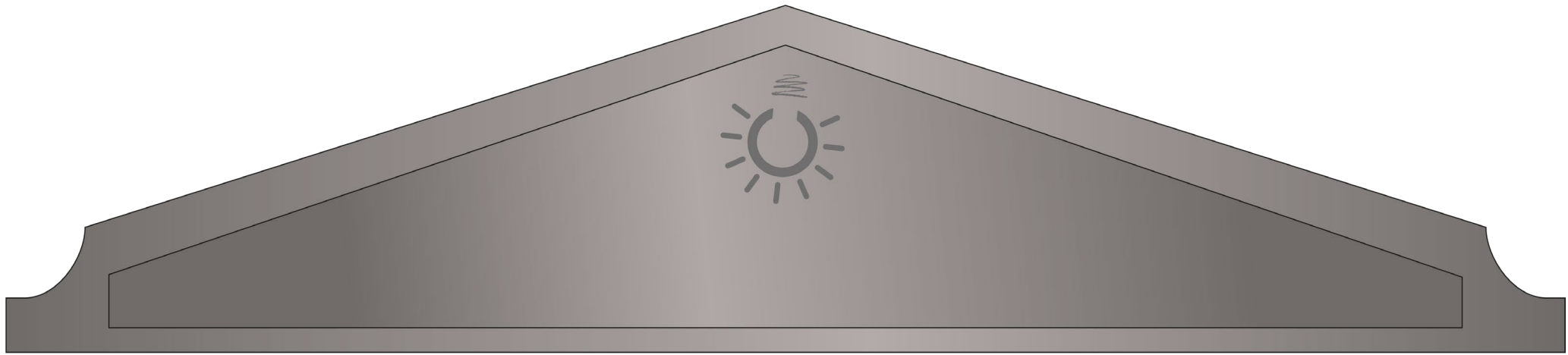
Mastering

Framing

Focus

Exposure





**i**  
individual

**P** Pre-production

**P** Production

**P** Post-production

**D**  
Director

**S** Structure

**A** Audience

**P** Performance

**E**  
Editor

**T** Timeline

**T** Transitions

**T** Trimming

**C**  
Camera-  
person

**F** Framing

**F** Focus

**E** Exposure



The C in iDEC<sup>®</sup> stands for Camera-person

**i**

individual

**P** Pre-production

**P** Production

**P** Post-production

**D**

Director

**S** Structure

**A** Audience

**P** Performance

**E**

Editor

**T** Timeline

**T** Transitions

**T** Trimming

**C**

Camera-  
person

**F** Framing

**F** Focus

**E** Exposure





What it can do for you

Professional





What it can do for you

Reactive





What it can do for you

Caption driven





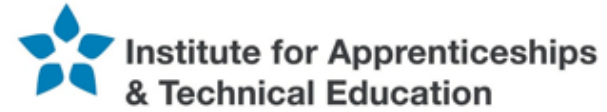
TTT

your guide to editing video





Remember TTT and you will not go wrong







Why should we use video?





The human brain  
is hardwired to  
movement.

Why should we use video?





The human brain  
processes  
visuals 60,000 times  
faster than text

Why should we use video?

62% of people said they were more interested in a product after seeing it in a Facebook Story





smartphone video – **disposable, snackable**  
employee generated video

# How businesses are using iDEC smartphone video

- News
- Recruitment
- Induction
- People profiles
- 'HowTo' videos
- Knowledge sharing
- Explanatory videos
- Events
- Charity CSR
- Yearly updates





Technology enables you **to create**



How do we deliver our training?



FQ  
32m

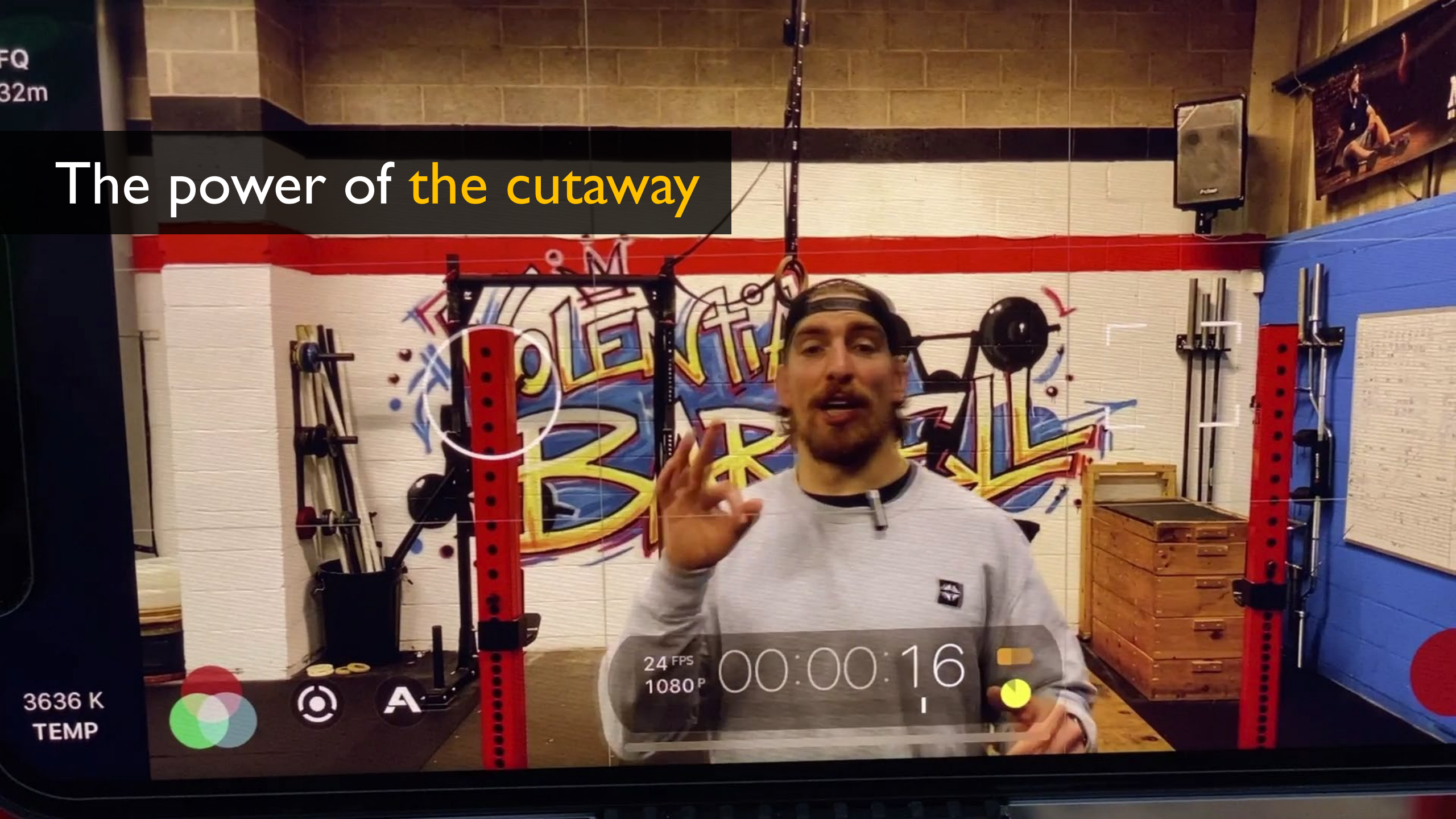
# The power of the cutaway

3636 K  
TEMP



24 FPS  
1080 P

00:00:16





# The D in iDEC stand for **Director**

I

INDIVIDUAL

D

DIRECTOR

E


EDITOR

C

CAMERA PERSON





A woman with dark hair pulled back, wearing a white turtleneck sweater, is sitting at a dark wooden table. She is smiling and looking at a laptop screen. In her right hand, she holds a silver pen. On the table in front of her is a yellow mug. The background shows a light-colored wall, a brown sofa with cushions, and a potted plant.

Using video is **memorable**



Using video is **now affordable**





Using video is **accessible**





Using video **promotes engagement**



# Ralph's video



The proof of the pudding ...



[brightestbulb.muvi.com](http://brightestbulb.muvi.com)



**iDEEC**  
**PERSONAL TRAINER**

The advertisement features a man in a dark blue t-shirt and black shorts working out at a gym. He is shown in three different poses: performing a pull-up, using a cable machine, and running on a treadmill. The background is a light blue gradient with a sun icon in the top right corner.

**15% OFF FOR FIRST 100 PEOPLE WITH THIS CODE**

**BBCIMSPA102022**





Any questions?

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[brightest-bulb.com](http://brightest-bulb.com)