

# Visual Storytelling



Christian Jolly



# Background

- **University of Georgia ABJ '03**  
**(Journalism, Film + Video)**
- **20+ years in production**
- **Multiple non-profit media clients**  
**of various scale**
- **Past operating officer for**  
**non-profit**
- **Wife & 2 kids**
- **Gwinnett resident since 2003**

# Audio



# Audio

It's always been suggested that audio represents 90% of the quality you perceive in a video. Think about watching a film in a movie theatre, but the sound is coming from your smartphone. Or consider watching a movie on a smaller screen at home, with a full surround sound system, subwoofers and all. In the world of Zoom calls and TikTok videos, it may seem that quality audio is an unnecessary hassle, but it all comes down to the message you're trying to convey. It never hurts to put your best foot forward...or in this case, your ear.

# Importance of clean audio





# Audio

Regardless of your equipment or budget, there are things you can do to ensure the best possible quality of audio. Keep your microphone as close to the talent as possible. Use earphones (if possible) or earbuds to listen to your actual audio as it is being captured. Avoid noisy environments. If using professional equipment, look for directional microphones to capture more discrete audio. It takes time, not money, to capture quality audio.

# Lighting



# Lighting

Just like with audio, you don't have to spend thousands of dollars to get good light. You can shoot in natural lighting if you pay attention and use the environment to your advantage. Main thought - coordinate the light/shadow of your foreground (your subject) with your background. The key (main) light should bring focus to your subject. Background luminance shouldn't distract from the foreground. Think about where the light is coming from and use it to your advantage. If you have the budget, get some inexpensive LED lights and bounce/screen material to better control your light indoors or outdoors. If you're doing podcasts, a small ring light gives a more flattering appearance.



# What you **MUST** have



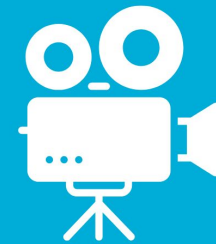
# Lighting

As you look to recreate your look and feel consistently on a regular basis, having reliable semi-professional equipment will help you control your lighting environment. 3 point lighting (key + fill + back) is a standard for interviews. If you shoot outdoors frequently, a c-stand and diffusion/screen material will help soften up harsh sunlight on your subject. And if you're using stands, a few sandbags will help keep things grounded.

# What you **SHOULD** have



# Video



# Video

You already have your video camera. The quality of the average smartphone camera far exceeds that of most consumer and even some professional cameras from just 10-15 years ago in terms of visual clarity, color depth and portability. Lots of tools to combine with your phone camera, such as drones and handheld gimbals. But it's not always the most reliable for more critical projects.

# Power in the palm of your hand



# The Big Picture





**Questions?**



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