

PRODUCING LONG-FORM MULTIMEDIA CONTENT

BASIC RULES AND TIPS

CHISINAU • 2017

PRODUCING LONG-FORM MULTIMEDIA CONTENT

„Working with multimedia can be a challenge. But there is no need to get under pressure, if you apply certain work techniques for structured, step-by-step development.“

- Steffen Leidel, Lab/DW-Akademie

TIP 1:

DON'T PLAN TOO BIG

START SMALL, GROW THE SCOPE OVER TIME

TIP 2:

THE STORY DEFINES THE FORM

LEARN TO USE THE MOST EFFECTIVE MEDIA

TIP 3:

PLANNING IS EVERYTHING

CREATE A STORYBOARD ON ONE PAGE

TIP 4:

TRAIN THE WORKFLOWS

CHECK YOUR EQUIPMENT - PHOTO, VIDEO, AUDIO

TIP 5:

GRADUALLY ENHANCE QUALITY

LOOK OUT FOR ELEGANT SURPRISES

TIP 6:

COLLECT, COMPRESS, ENRICH

DEVELOP AN EYE/EAR FOR THE STRUCTURE

TIP 7:

REAL PICTURES, NOT JUST SHOTS

APPLY SIMPLE, YET EFFECTIVE RULES FOR PHOTOS

TIP 8:

DO NOT FALL FOR EVERY FAD

FOCUS ON THE STORY, NOT TRENDY TOOLS

TIP 9:

AUDIO MUST BE CRISP

HIGH QUALITY VOICE IS THE SPINE OF YOUR STORY

TIP 10:

AVOID CHAOS, STRUCTURE,

REDUCE, ALIGN

FIND AN ELEGANT FORM

FINALLY:

KILL YOUR DARLINGS

**WHEN YOU THROW AWAY SOME GREAT CONTENT
THE REST WILL BE BETTER**

QUESTIONS?