

VLOGGING



References for the Finchley Film Makers evening on Friday, the 1st of November 2019

What is a vlog?
What does it have to do with film making?
What can we learn from this genre?
What do you need to create a vlog?

These are some of the questions we'll discuss at tonight's session. We'll also watch some really successful examples and discuss what not to do.

Blog:

"a **regularly updated** website or web page, typically one run by an **individual** or **small group**, that is written in an **informal** or **conversational** style" (Google)

Vlog:

"A **video blog** or **video log**, usually shortened to **vlog**, is a form of [blog](#) for which the medium is [video](#), and is a form of [web television](#)" (Wikipedia)

Vlogging - What is it?

"the activity or practice of posting **short** videos to or maintaining a vlog" (Online Dictionary)

Vlogs – What they used to be:

Moving selfies with sound. Eventually they became something like **long form talking head videos** that basically bored lots of people to tears unless you happen to be uniquely interested in the topic or issue talked about in the vlog.

But cf. Marquess Brownlee - tech stuff, nerdy, very high production quality - 9.5 mio subscribers: MKBHD
https://www.youtube.com/channel/UCBJycsmduvYEL83R_U4JriQ.

Similarly: make-up, and other special 'educational' YouTube channels.

How to VLOG - Beginners Guide

<https://www.youtube.com/watch?v=qmgl8vhrf4> Guide to Vlogging (01) (Jeven Dovey (2018) - 24 mins.)

<https://www.youtube.com/watch?v=uCj9ldJThP8> Guide to Vlogging (02) (Peter McKinnon (2017) - 9 mins.)



Examples:

Casey Neistat (CN)

- <https://www.youtube.com/user/caseyneistat> [11 million subscribers]

HOW TO VLOG LIKE CASEY NEISTAT by CASEY NEISTAT (2017) (14 mins.) <https://www.youtube.com/watch?v=Q980C74SdYQ>

MY ALL TIME GREATEST!!! (2016) (10 mins.) <https://www.youtube.com/watch?v=nrcMDnPTdBU>

CN's very first vlog: Harmless Trespassing and a Car Crash (2015) (7 mins.) <https://www.youtube.com/watch?v=A20psRLmAYo>

Casey Neistat's Guide to Filmmaking (2015) (8 mins.) <https://www.youtube.com/watch?v=nLSUrTxquyE>

Dan Mace (DM)

- <https://www.youtube.com/user/DanTheDirector1/videos>

How to make a film (2018) (9 mins.) <https://www.youtube.com/watch?v=Kgpmrg2DZRE>

The Most Dangerous Writing App

<https://maebert.github.io/themostdangerouswritingapp/#/>

Alternative - The Most Dangerous Writing Prompt Generator

<https://www.squibler.io/writing-prompt-generator>

Storytelling

Christopher Vogler (1992) - *The Writer's Journey: Mythic Structures for Storytellers & Screen **Writers***

Storr, William (2019): *The Science of Storytelling: Why Stories Make Us Human, and How to Tell Them Better*, HarperCollins Publishers.

Ch. 1.3 (Psychology of Curiosity) (p. 19 Kindle Edition)

"In his paper 'The Psychology of Curiosity', Loewenstein breaks down four ways of involuntarily inducing curiosity in humans: (1) the 'posing of a question or presentation of a puzzle'; (2) 'exposure to a sequence of events with an anticipated but unknown resolution'; (3) 'the violation of expectations that triggers a search for an explanation'; (4) knowledge of 'possession of information by someone else'. Storytellers have long known these principles, having discovered them by practice and instinct."



Purpose:

From: **Videomaker**

"Please Don't Make an Autobiographical Documentary"

<https://www.videomaker.com/article/p06/18827-please-don-t-make-an-autobiographical-documentary?>

"If you want to produce a popular documentary, here are some questions to answer:

1) What is your documentary about? If it is about you, then why? What can you share with the world that has not been seen? Why would the world care about you? What is in it for the world?"

Difference between story-telling/planned and straight-talking-head or unplanned vlog:

Un-Planned:

Anyone walking about with a shaky smartphone held upright (i.e., in portrait format) with view up their nostrils rambling on about whatever.

Planned:

CN first vlog in LA (between NY and LA) - My New New Studio (2019) (11 mins.) <https://www.youtube.com/watch?v=dSmsQraeCVM>

CN's very first vlog: Harmless Trespassing and a Car Crash (2015) (11 mins.) <https://www.youtube.com/watch?v=A20psRLmAYo>

Straight-talking-head

TBJZL (3.48M subscribers) - Why I Can't Use My Intro Anymore (0 mins.) <https://www.youtube.com/watch?v=Of5CUdyP2Ao>

Apart from serving as an illustration here, the specific value in this video is in what he says about copyright, YouTube and what you absolutely have to look out for.

VLOGGING KIT:

DSLR:

IBIS (Panasonic)
Flip screen (Panasonic, Canon)
AF (Canon, Sony)
Mic input (all)

Smartphone:

landscape (NOT portrait)
IS
Front vs rear facing camera (resolution!)



Other:

Tripod
(for smartphone w/o IS:) gimbal

Mics:

lapel mic
Rode video Micro
TRS / TRRS

Comparison:

Matti Haapoja - Can The iPhone 11 Pro Replace Mirrorless Cameras?
(09/2019)

<https://www.youtube.com/watch?v=rheTMFrOmdg> (17 mins.)

And as a BONUS:

100 Low Budget Film Making Tips:

<https://www.youtube.com/watch?v=yRSsL20S9Qg>