

Producing Multimedia Content On a Shoe String

I am cheap.

You can be, too.

GOALS:

- **Tell Stories**
- **Stay in business**

Multimedia Rocks

Multimedia Rocks

Tools

Hardware & Software

Knowledge

Philosophy

**I am a
gadget
guy.**

Audio

Audio ... *drives everything*

Audio



Audio



Audio



Audio



Audio

Olympus recorder	\$80
Nady mic & cable	\$15
Radio Shack adapter	\$5
	<hr/>
	\$100

Audio

Long = Ambient
(Nat Sound)

Audio

Medium = Voices

Audio

Close-up = Close-up
(Nat Sound Pops)

Audio Tips

Audio Tips



Audio Tips

**SHUT
UP**

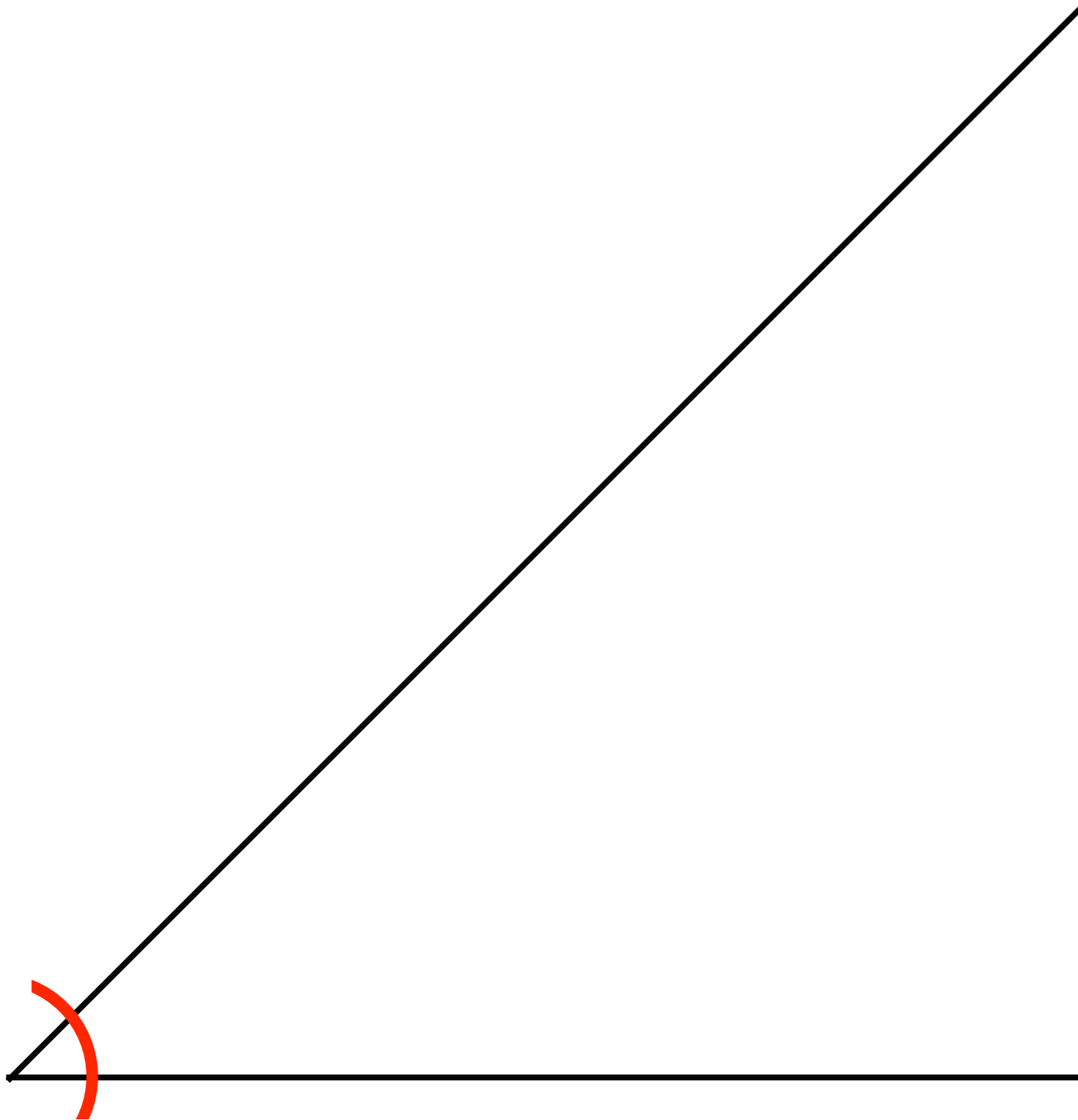
Audio Tips



Audio Tips



Audio Tips



Video

Video



AIQOO™
flip

Video



Photo

Photo

Whatcha got?

Photo



Photo



Photo Tips

**Control
your
background**

Photo Tips

**Fill
your
frame**

Photo Tips

**Wait
for
moments**

Photo Tips

Long Shots

Photo Tips

Medium Shots

Photo Tips

Close-ups

Photo Tips

Six seconds

Photo Tips

**Shot
enough?**

Photo Tips

Shoot more

Software

EasyWMA

Switch

Software

Audacity

Software

SoundSlides

Multimedia

Switch

\$0

Audacity

\$0

SoundSlides

\$40

\$40

Philosophy

Philosophy

Hook

Explore

Closing Time

Story Tips

Hook

Who are you?

Hook

~~Who are you?~~

Why do we care
about you?

Explore

WHAT?

Explore

**I don't
understand**

Close it

**What's
next?**

Tips

Tell 1 story

Tips

Tell A story

Tips

**This is
NOT
b-roll**

Tips

**Make a
point**

Tips

Have a
STAR

Tips

One Voice

Tips

**Answer the
question**

Tips

Black Forest Bakery



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