



Making Mobile Movies

Think of your mobile audience. People with mobile devices are often on the move and face constant interruptions. Mobile movies need to grab attention quickly and hold it. Many places where mobile movies are watched – such as bars or restaurants – are loud, so keep in mind that it is sometimes difficult to hear dialogue through the speakers of your device. And made-for-mobile works of art are often shared or viewed in groups, so realize that use of earphones isn't always a convenient option.

A mobile movie can be about anything – a romance, a recipe, or a dog skateboarding, but keep in mind that you want people to watch, share, and ultimately vote for your film. Humour is more likely to be shared than sadness.

Made-For-Mobile Tips:

- Don't depend on sound to tell your story
- Titles can be an effective way to convey a story line. Because of the limitations with audio, simple titles with one or two words per screen can work well.
- Use close-ups. Wide shots and group shots often have less impact on the small screen.
- Keep the camera steady. Rapid motion and pans and zooms can create video compression artifacts (fuzzy stuff) on the final mobile movie.
- Watch your movie on a phone! The Palm Mobifest judging panel will be screening movies on a phone...and so should you.
- Have fun and do what comes naturally. This is new territory and there are no hard and fast rules. Make your movie and show it to friends using the Mobifest site or your Palm Treo 650 smartphone. If you can make them laugh, you could be a finalist.!

Shooting video on Treo 650 Smartphone

If your submitting video for the “Caught on Treo” category follow these pointers:

- Keep the lens clean with a soft, lint-free cloth.
- Take videos in optimal lighting conditions. Low-light or night images may not be as clear. If low-light is impacting your film, you can:
 1. Shed more light on the object before capturing the video. Turn on a lamp, open a window or point a light source at the subject.

2. Use surroundings with brighter lighting conditions, such as a well-lit office or a room with lots of natural light.
 3. Make sure that the brightest light source is coming from behind you, the videographer, so that it lights the subject's face. Don't take indoor videos with the subject in front of a window or light.
- Remember that sound is not a requirement.