

# Making Mobile Movies

Think of your mobile audience. People with mobile devices are moving and constantly being interrupted. 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 loud, that it is often difficult to hear dialogue through the speakers of your device. Most people, who watch your work of art, won't have the patience to put on a set of earphones.

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 and share your film. Humor is more likely to be shared than sadness.

## **Made-For-Mobile Tips:**

- Don't depend on sound to tell your story
- Because of the limitations with audio, titles can be an effective way to convey a story line. Simple titles with one or two words per screen can work well, but titles must be much larger than they would be for broadcast or for web.
- Use close-ups. Wide shots and group shots often have less impact on the small screen
- Don't move the camera. 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 Mobifest judging panel will be watching movies on a phone..and so should you.
- Ignore all of the these rules. This is new territory and there are no hard and fast rules. Make your movie and show it to friends using the Mobifest.net site or your phone. If you can make them laugh you have a shot!