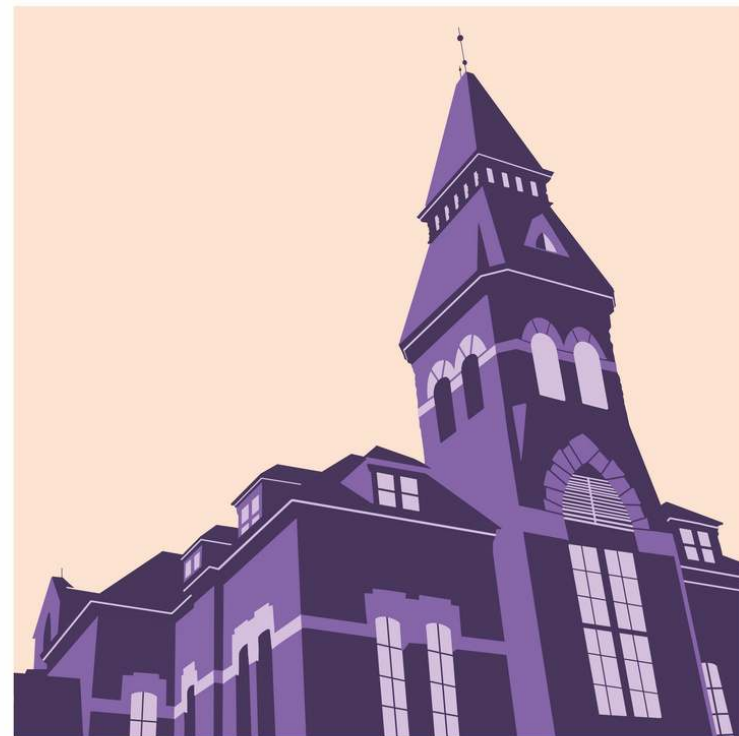
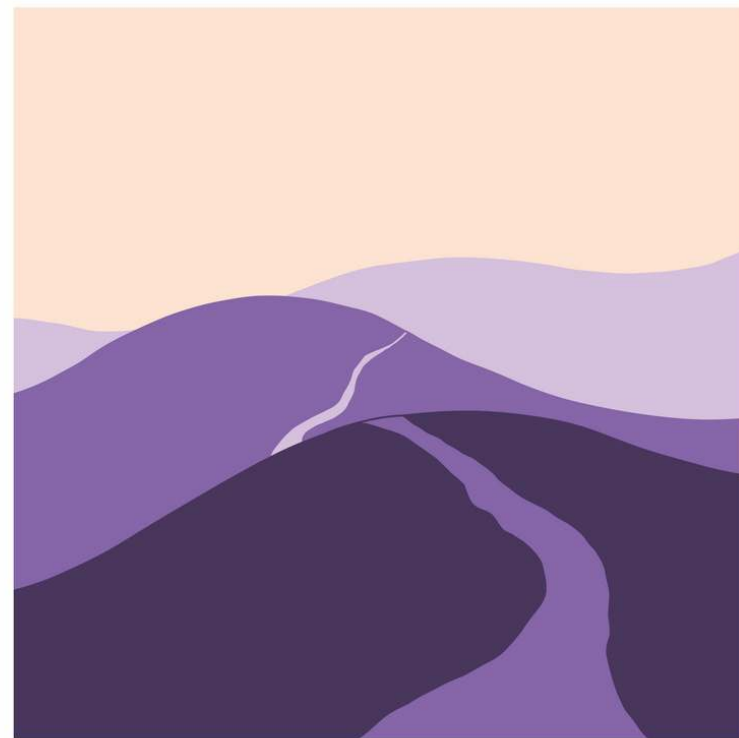


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2026



LEADERSHIP • DESIGN • ADVISING • WRITING • PHOTOGRAPHY



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Rockin'K's



UPGRADING Video Production

RYAN TARLETSKY
MAIZE CAREER ACADEMY

DIRECTOR
ONEMAIZE MEDIA



EXPERIENCE



MAIZE CAREER ACADEMY

2023

BROADCASTING



MAIZE MIDDLE SCHOOL

2021

GRAPHIC DESIGN,
VIDEO PRODUCTION

CIRCLE HIGH SCHOOL

2016

PHOTOGRAPHY AND
VIDEO PRODUCTION

KWCH CHANNEL 12

2012

DIGITAL MEDIA
SPECIALIST (PHOTOS
AND VIDEOS)



WICHITA WINGNUTS

2012

PROMOTIONAL GRAPHIC
DESIGN (WEB CONTENT AND
LED BOARD CONTENT)

+ LET'S GET NUTS

DIGITAL MEDIA SPECIALIST
WICHITA WINGNUTS

- GRAPHIC DESIGNER
- PHOTOGRAPHER
- VIDEOGRAPHER
- LED SCOREBOARD OPERATOR
- IN-GAME PROMOTIONS CREATOR



KWCH+



WRITER

MY GREATEST ASSET WAS MY ABILITY TO FIND THE "GOLDEN NUGGET". I SPENT A MAJORITY OF MY TIME PRODUCING FEATURE STORIES FOR BOTH SMALL AND LARGE SCALE PROJECTS.



VIDEOGRAPHER

MY EYE FOR PRODUCTION QUALITY STARTED AS A STILL PHOTOGRAPHER. FINDING UNIQUE WAYS TO CAPTURE ACTION HELP TO DEVELOP MY SKILLS AS A VISUAL STORYTELLER.



CONTENT CREATOR

I SOON EARNED THE RESPONSIBILITY TO PLAN AND IMPLEMENT INTERACTIVE FEATURES AND PROMOTIONS THROUGH ALL FACETS OF SOCIAL MEDIA.











CHAMPS



CHAMPIONS

20 23



FUN SPOT

NC STATE





Five O Eight

THE REALITY OF STUDENT MEDIA

- Your “homework” is seen by hundreds, if not THOUSANDS of people
- The quality of your work represents both your own abilities, as well as the media team you represent
- This means the accuracy of your work is held to the absolute highest standard
- Audience’s attention spans are shrinking
- Deadlines can impact quality of work



THE BOTTOM LINE?

YOU MUST ACTIVELY CHALLENGE YOURSELF TO IMPROVE YOUR
CRAFT ON A DAILY BASIS OR RISK LOSING AN AUDIENCE
BEFORE YOU EVER HAVE ONE



WHAT TYPES OF MEDIA DO MOST PROGRAMS PRODUCE?

- News Packages (Magazine programs, feature stories, web stories, social media stories, etc.)
- Sports Highlights and Hype Videos
- Promotional Content (Commercials)
- Entertainment (Vlogs, game shows, short films, etc.)

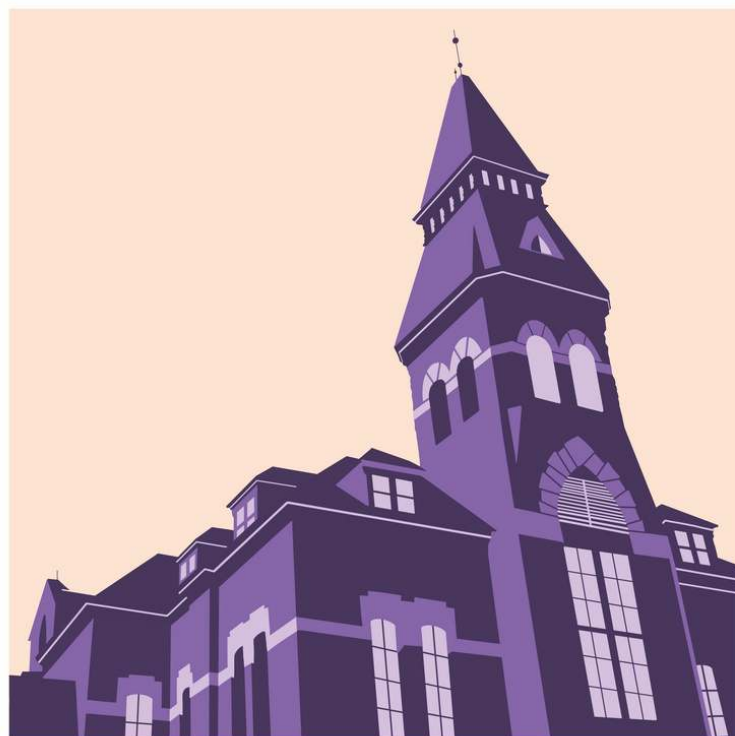
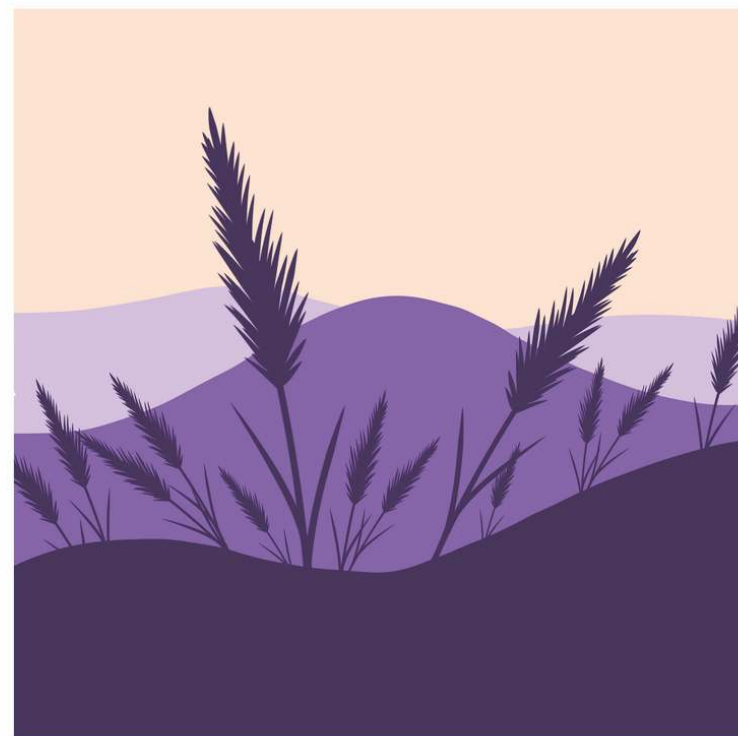
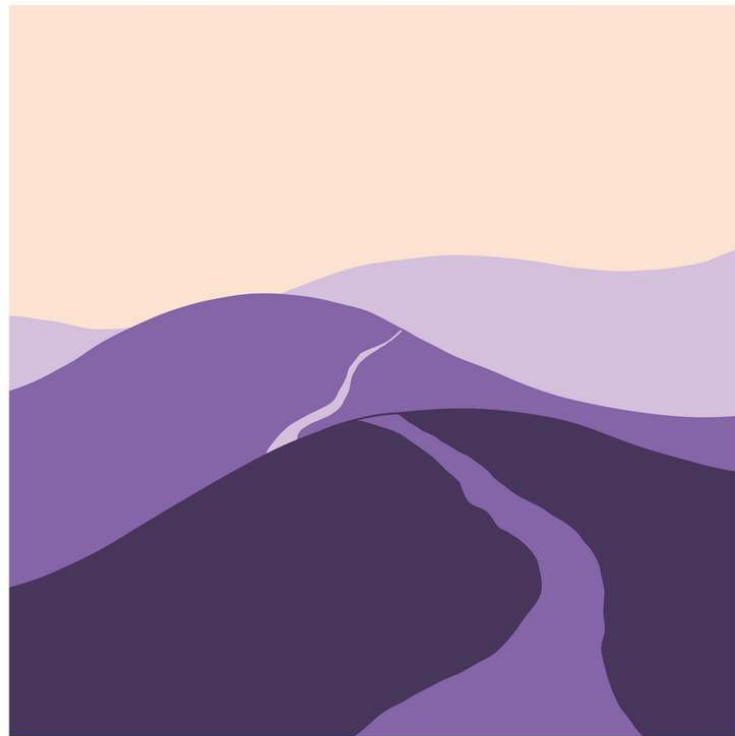
YES, THESE ARE ALL VERY DIFFERENT

HOWEVER, HAVING A STRONG UNDERSTANDING OF THE TECHNICAL SIDE OF VIDEO PRODUCTION WILL ALLOW YOU TO SUCCEED IN MULTIPLE STYLES AND GENRES!

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UPGRADING VIDEOGRAPHY

Find someone who is roughly the same height as you and share the following:

- What is a piece of content you will be expected to create next year (news packages, social media content, hype videos, etc.) and how confident are you in your ability to create that kind of content?

- What is something you don't have a ton of experience with but would like to try to create more of this school year?

CREATING MEDIA IS AN ART, EMBRACE IT!

- For most of us, our main responsibility is that of a journalist. However, implementing artistic and creative touches within our content can both capture and hold our audience's attention and enhance our overall story
- Understanding camera shots, angles, and movement techniques will help you identify in real time ways to creatively provide emphasis to portions of your story
- Once you've built an understanding of ways to film a specific subject or story, the next level up is utilizing sequencing to properly order your shots to build up a portion of your story.



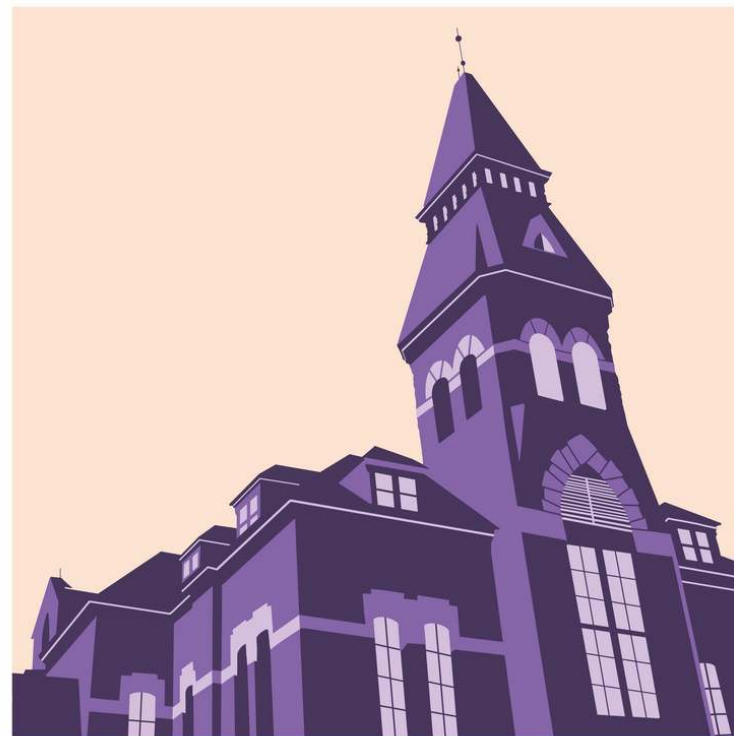
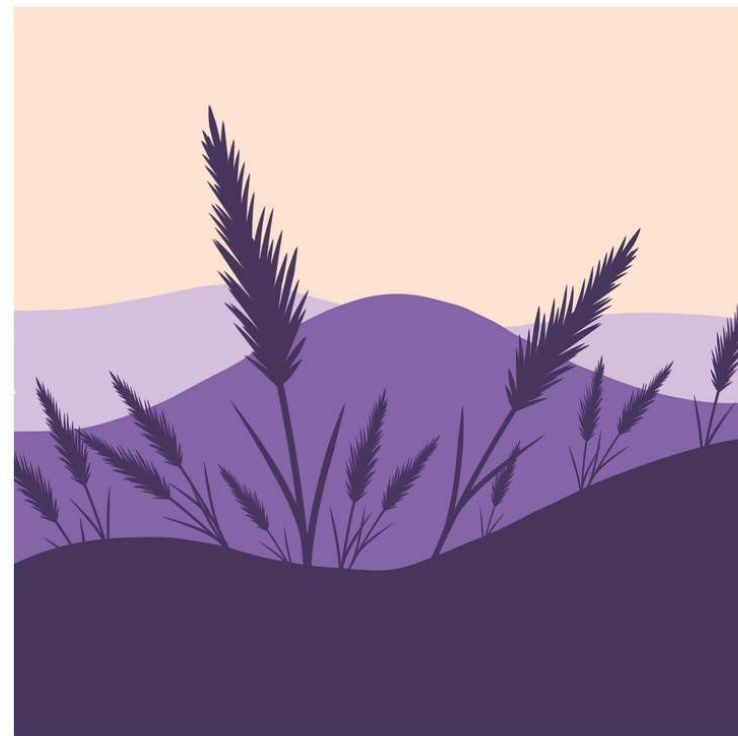




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UPGRADING VIDEOGRAPHY

Think of a movie, show, or video that captured your attention through the visual construct. After reviewing these camera S.A.M's, can you now identify a specific strategy the creators used while filming their production?

JOURNALISM IS NOW “SHOW & TELL”. USE VISUAL CREATIVITY TO YOUR ADVANTAGE!

- Stories with weak visual components lose credibility instantly.
- Using the camera shots, angles and movements in your news packages will enhance your audience’s understanding of the story
- Implementing sequencing techniques (wide, medium, close up....wide, medium, close up, close up , close up) will draw a sense of importance into a specific area of your story

TRICKS TO INSTANTLY IMPROVE YOUR STORIES

- Use attention grabbing techniques in the first 10 seconds to capture your audience (natural sound, action b-roll, scene setting sequencing)
- Shoot all interviews with tight mediums and engaging backgrounds
- Collect interviews BEFORE b-roll



PROPER SEQUENCING OF YOUR B-ROLL

- The process of sequencing your footage is honing in on a specific person, action or component of your story and drawing your audiences attention in by taking multiple shots from different distances.
- Most sequences are 3 to 5 shot sequences. Traditionally, sequences work out to in (wide, medium, close), but artistically can be utilized in a variety of different orders, so long as there is a clear emphasis on drawing the focus to something.



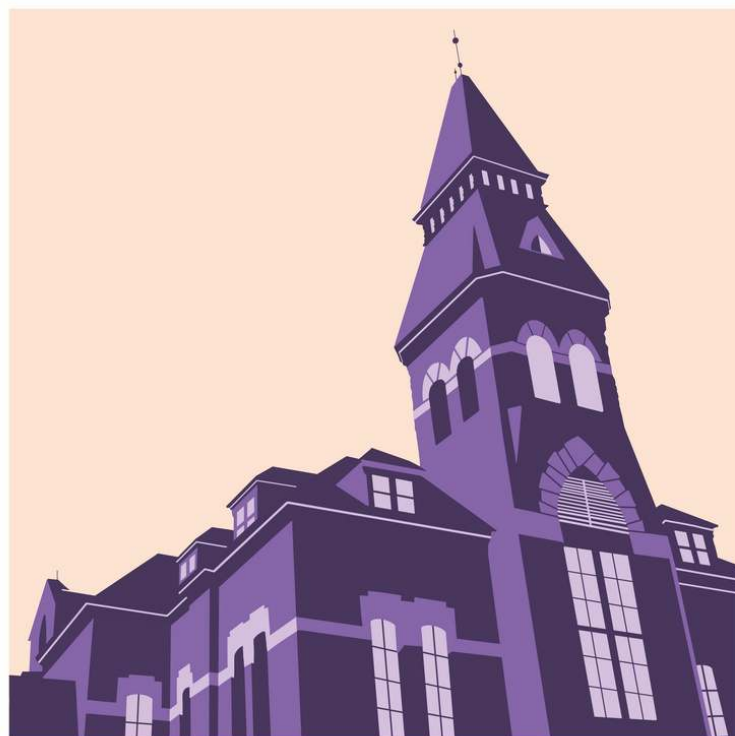
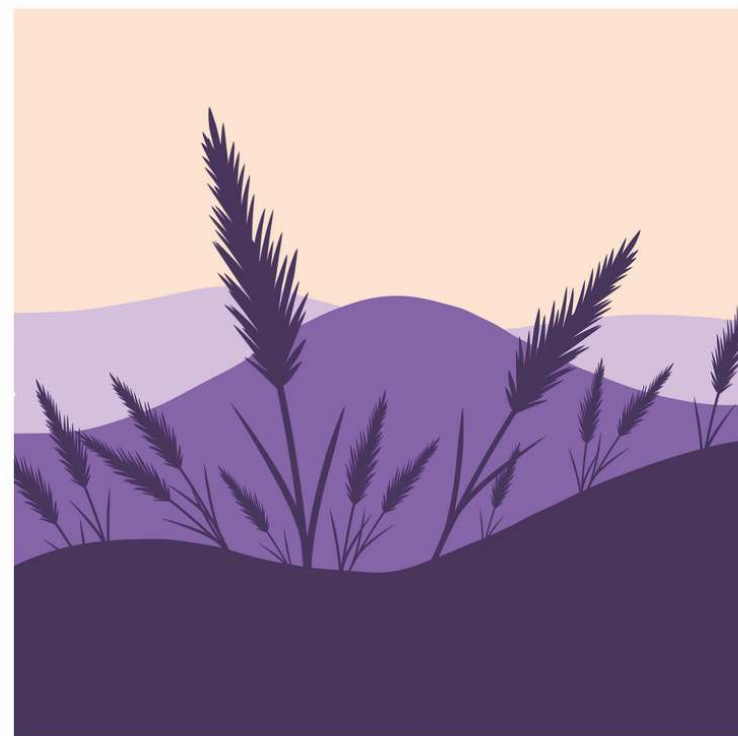
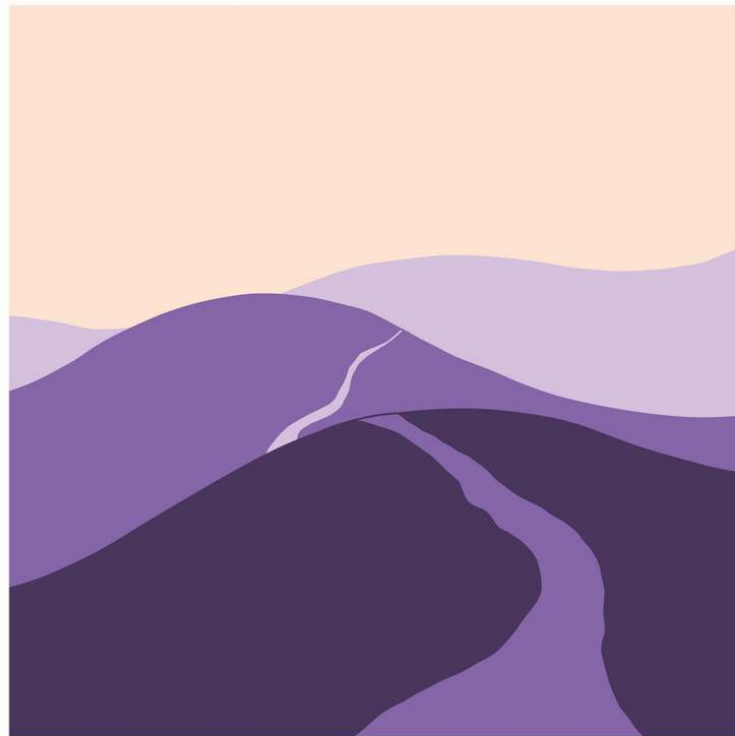
SEQUENCING IDEAS OUTSIDE OF NEWS PACKAGES



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If you were to create a documentary highlighting the different ways students get ready for their day in the morning, describe in detail how you might create a sequence of 5 shots showing a student getting out of bed and brushing their teeth.

YOU CAN HAVE THE BEST STORY IDEA IN THE WORLD, THE BEST EDITOR IN THE WORLD, BUT WITHOUT QUALITY FOOTAGE, YOUR POSSIBILITIES ARE LIMITED



YOU CAN HAVE THE BEST STORY IDEA IN THE WORLD, THE BEST EDITOR IN THE WORLD, BUT WITHOUT QUALITY FOOTAGE, YOUR POSSIBILITIES ARE LIMITED



Filming Sports Tips and Tricks

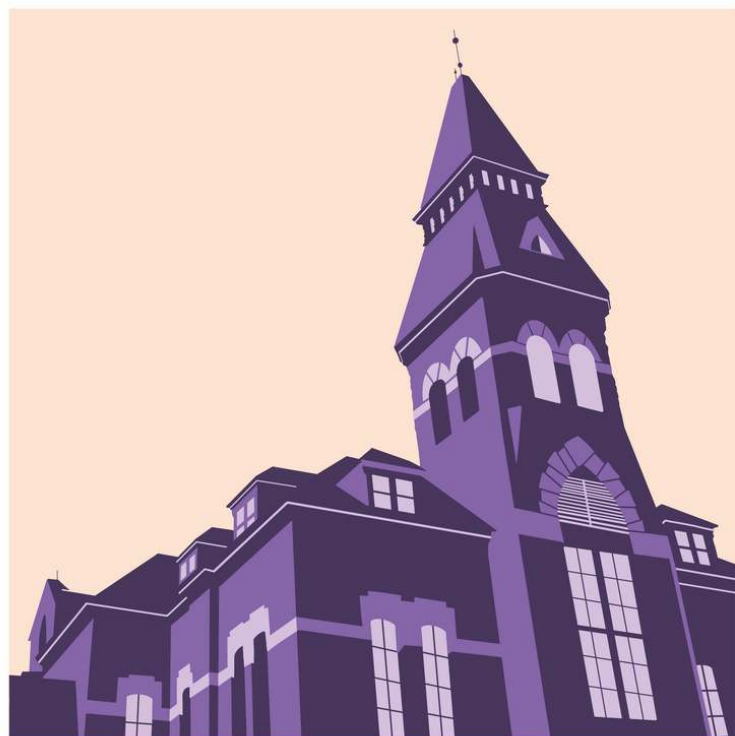
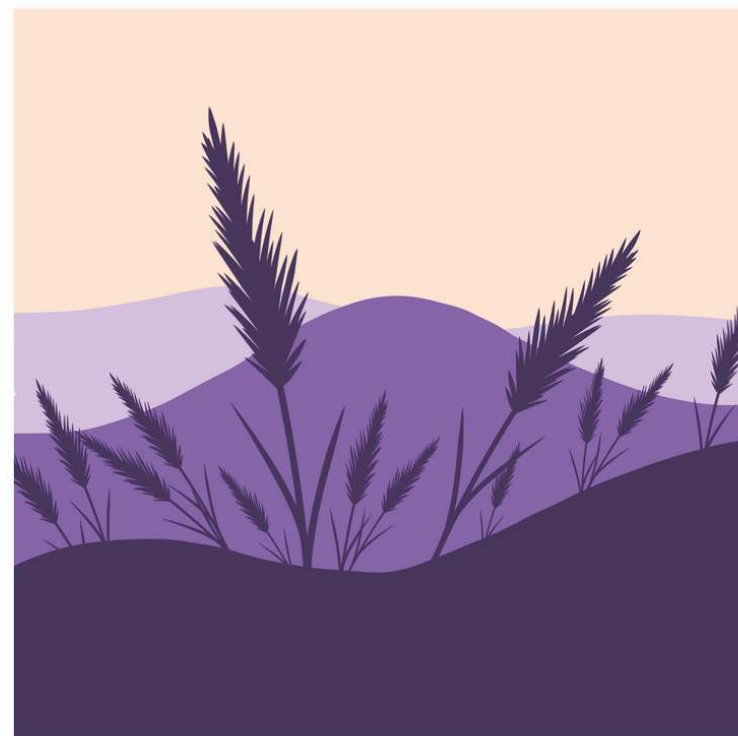
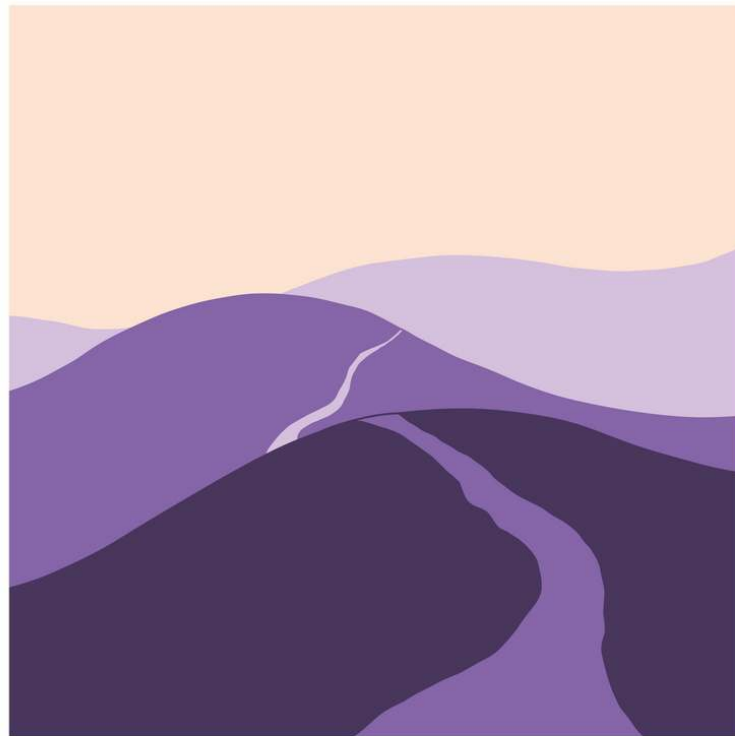
- Become a sports nerd.
- Put yourself in a position to get “lucky”.
- Understand the exposure triangle o you can manipulate FPS appropriately for speed manipulation in editing (Shutter Speed is 2X your FPS)
- Work backwards by identifying a song first (always easiest to work with copyright free content)
- Create a database of content creators that showcase effects and edit tutorials.
- Be prepared with multiple lenses (focal lengths/apertures)
- Always capture as much emotion/ “non-action” as in-game action



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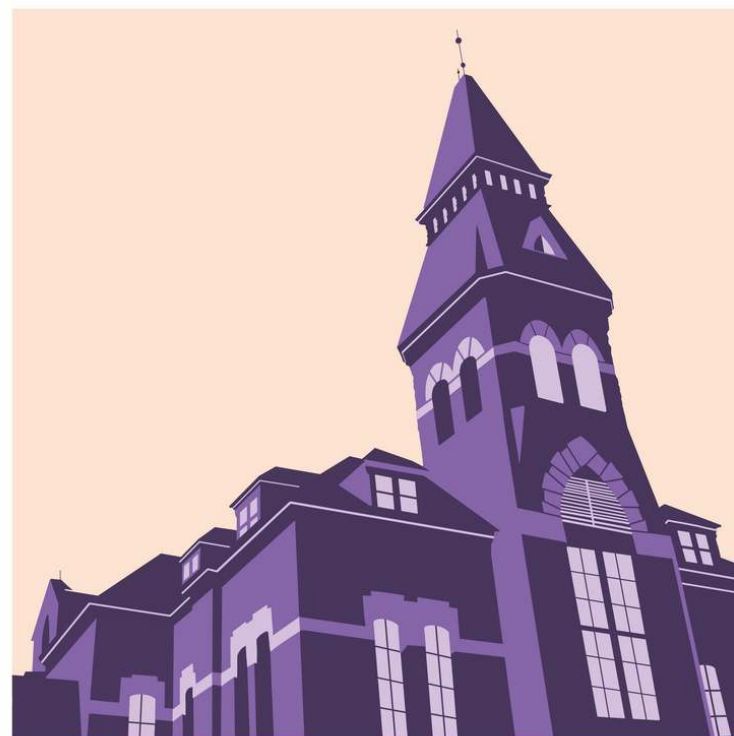
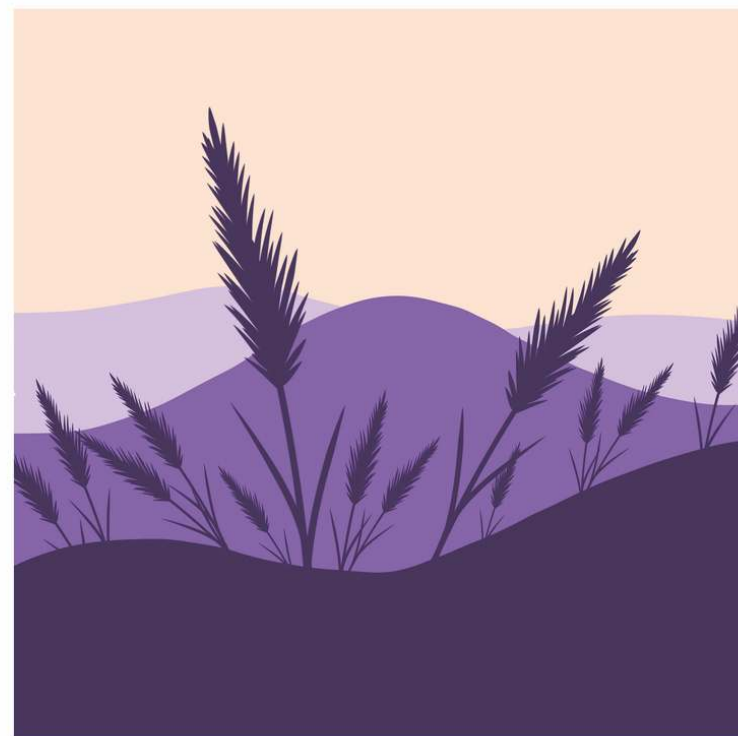
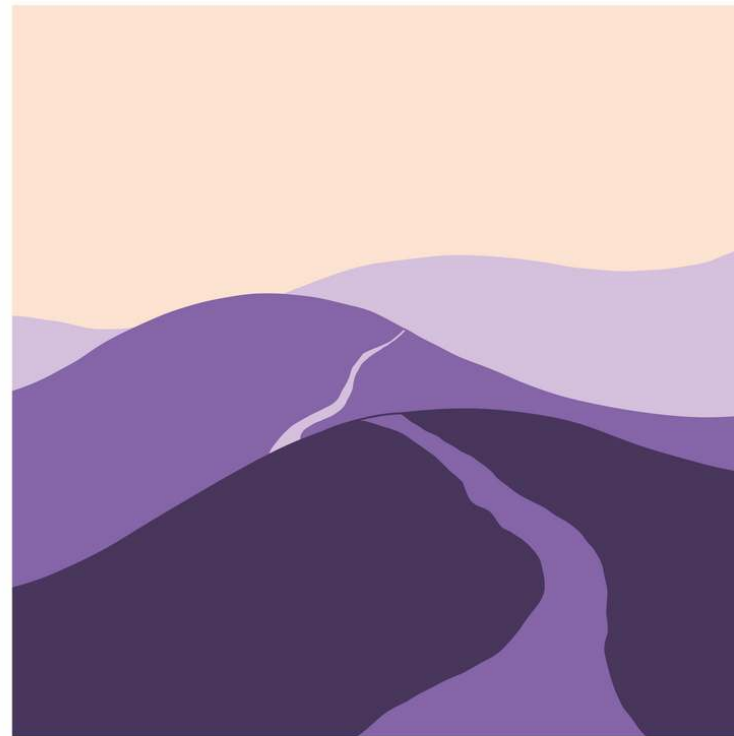
UPGRADING VIDEOGRAPHY

@mayabcfilms
@travisdennymedia
@foebusdelapaz
@artzenmedia
@miracampschool
@stevenwommack
@thejakefisher2

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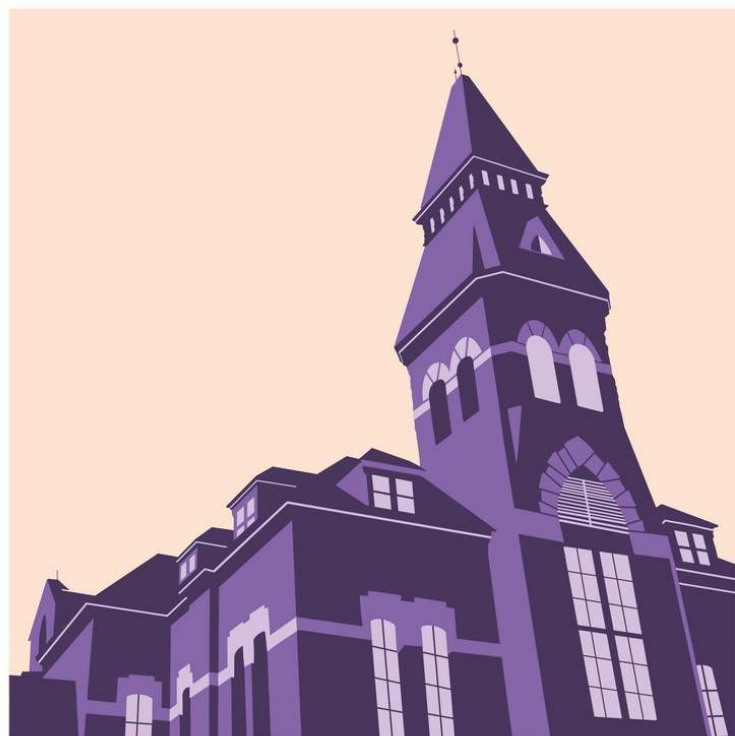
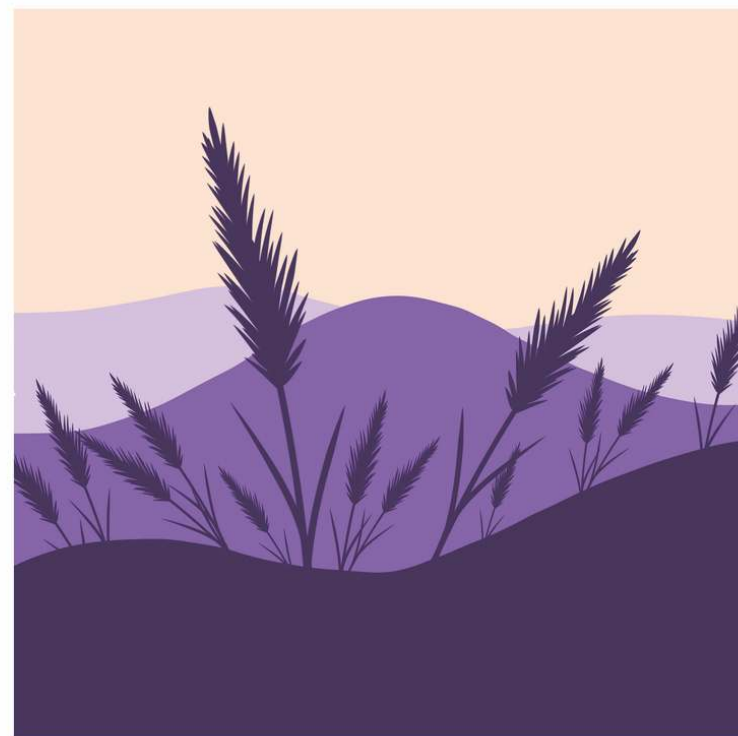
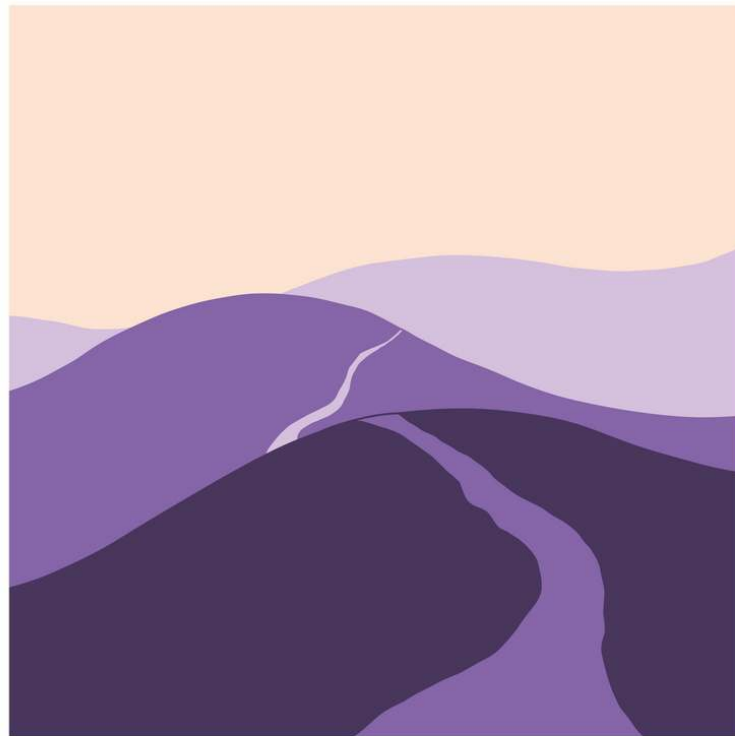
Collegiate media programs
worth following (and maybe
copying a bit)

The Collegian (K-State)
The Daily Universe (BYU)
Tiger Media Network (FHSU)
For sports ideas, University
of Nebraska !

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UPGRADING VIDEOGRAPHY

For the next 5-10 minutes,
choose a sport from your
school that you would like to
make a hype video for and plan
out the following components:

- Team
- Key Players
- Song
- Collegiate Examples
- Initial 10-15 Second Hook