

# Want to make films like Ryan & Heidi?

Enjoy this short recap of their Create With Me video



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## Work with available light

For many, filmmaking conjures images of huge lighting rigs, dramatic man-made looks, and all the time demands that come with them; but it's not always so. Especially in the world of weddings, there's rarely time to set up sources, and that leaves only one option: available light.

Remember, available doesn't always equate to natural. A beautiful sunset is wonderful, but the lights of a city street at night can be just as compelling. Whatever the source, it's important to consider how it fits with your film's themes. Try to find some lighting that moves you, then let this emotion inform the broader content of your video.

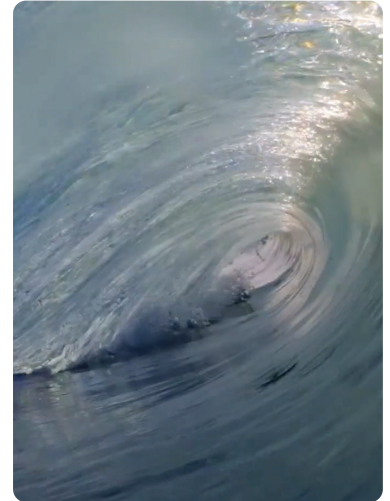


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## Make more of ambient sound

Ambient sound is a perfect example of a small filmmaking detail that's easy to overlook, but one that can achieve big things when utilized well. On the surface, it helps a viewer find context and makes your filmic world more believable. But Ryan & Heidi suggest taking the technique further.

Try to consider how ambient sound will make your viewer feel. Wind blowing through the branches of a tree is serene, while stacked city noise can be anxiety-inducing. You don't have to use the ambient sound you recorded with your video clips, but audio-visual pairings do have to make logical sense. If there's not a road in sight, the sound of heavy traffic will be misplaced.



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## Get smart with transitions

Cuts, or transitions from one video clip to another, can be as important as footage itself. As such, Ryan & Heidi encourage you to get experimental not only with in-camera aspects of filmmaking, but with editing, too. For a large part, it's an instinctual exercise, and if you've ever seen a professionally edited movie or show, you'll know a bad cut when you make one.

Why not try a few of this duo's favorites? The match cut pairs two visually similar frames from different clips, the jump cut creates something of a time-leap effect, and the hidden cut carries a viewer seamlessly from one moment to another.

**Closing date for entries to Ryan & Heidi's Challenge: 11:59PM EST January 31, 2023**

**View Ryan & Heidi's Challenge**

