



Pass the Brush Marketing Mash-up Recording Instructions (It's not as hard as it looks...you got this!)

Tool Obscuring the Camera (Mash-up)

Finished product - The camera will show an artist working. Then as they turn towards the camera and smile, their name will appear. They will move towards the camera and use the tool in their hand to obscure the camera. As the tool moves back from the camera, a new artist is revealed. They smile, their name appears and then they move to obscure the camera with their tool and the process continues.

[Link to example video](#) (this video shows two “transitions” - the first one is the “tool obscuring the camera”)

Step 1: Locate your camera on your device.

Step 2: Prop up your phone/iPad, use a tripod or ask a friend to hold the phone a few feet from where you're “working”. Make sure your device is vertical (not horizontal).

Step 3: Make sure the camera is facing you and press record.

Step 4: Take a few steps back so that your head, torso, arms (and your tool!) are all clearly in the frame.

Step 5: Look away from the camera at whatever it is that you're working on. You can pretend to paint or sculpt or just hold or look at something on your easel or workspace.

Step 6: Look towards the camera, pause, and smile for about 2 seconds (long enough for your name to pop up and the viewer to read it).

Step 7: Walk towards the camera with your tool held up in your hand in front of you (make sure it's in frame so the viewer sees it coming at them). Use it to COMPLETELY obscure the camera (so that the screen is blacked out).

Step 8: After a 1-2 second pause (or more) slowly back away from the camera (with the tool held out in front of you). Strike a pose, smile (ding!) and pause for 1-2 seconds.

Step 9: Put your arm with the tool out in front of you again and then approach the camera and obscure it COMPLETELY again.

Step 10: Repeat the process of obscuring and revealing a few more times. Then stop the video.

To Upload: You can do this all on the same device (phone or iPad) or save your video to your computer and upload it from your files there. Either way, log in to your Artburst Artist Dashboard at <https://artburststudios.com/go/>. Your login is your first and last name. Click on Upload Marketing. Then click the plus sign to upload your video. All set!

***Don't worry about editing out the beginning/end and don't worry if there's a weird take in there somewhere, we'll pick out your best bit and stitch it together with other artist recordings to make everyone look amazing!



Pass the Brush Marketing Mash-up Recording Instructions Continued...

Pass the brush (or other tool) (Mash-up)

Finished product - The camera will show an artist working. Then as they turn towards the camera and smile, their name will appear. They will hold up the tool in their hand and then toss it off screen. The video will then move to another artist who will catch the tool. They'll smile, their name will appear and then they'll pass the tool to the next artist.

[Link to example video](#) (this video shows two "transitions" - the second one highlights "Passing the Brush")

Tips:

*Recruit a buddy or two to help you film these clips - it's MUCH easier and way more fun. If you're filming solo, reach out for tips to make it work!

*As you're filming each clip, make sure your face/torso/arms and a bit of space around them are all within the frame.

*To make the tool show up more clearly, use bigger tools, move deliberately, and follow the tool with your eyes when you pass it.

*Prop up your phone/ipad, use a tripod or ask a friend to hold the phone a few feet from where you're standing. Make sure your device is vertical (not horizontal).

*Film each of these clips. Don't worry about trimming the excess on the beginning/ends. Feel free to upload as many takes as you can. We'll pick the ones that work best and stitch them together with other artist videos.

- Clip #1: Press Record. Smile at the camera and pause for 1-2 seconds (long enough for someone to see and read your name). Then, hold your brush or other tool out in front of you so it's visible in the camera frame and then make a show of opening your hand to drop the tool.
- Clip #2: Sit down in a chair or on the floor for this one. Make sure there is space above your head on the screen so we'll be able to see the brush falling through the air. Have your helper press start and then walk back (off camera if possible) and hold the tool above your head high enough that they and the tool are not in the video screen. Then have them drop it. Catch it. Smile. Pause for 1-2 seconds and then toss the tool off screen to your left.
- Clip #3: Have your helper stand off camera to your RIGHT. Press start and move back, if necessary, until your upper torso/arms are all visible in the frame. Have your helper toss your brush/tool to you (without their hands going into the frame). Catch the brush, smile, pause for 1-2 seconds and then extend your arm to your LEFT until the tool is off screen.
- Clip #4: Have your helper standing to your RIGHT, off screen. Start recording. Smile, pause for 1-2 seconds and then extend your arm to the RIGHT until your hand is off camera. Have your helper put the tool in your hand and then pull your hand back in frame. Smile and pause.
- Upload your video on your Artburst Artist Dashboard under "Upload Marketing." Well done!