

VIDEO PRODUCTION TIPS

Making good videos without spending a fortune

VIDEO YOUR WAY



VIDEO YOUR WAY

You want to make good videos, but you don't want to sink thousands of dollars, and hundreds of hours into a video project when you're not sure if it will actually work.

In this handout you'll find video production tips to make your videos that will wow your audiences without breaking the bank - or your neck!

PLANNING



FILMING



EDITING

PLANNING

The first step in making good videos, is planning ahead. Think through these critical questions to get started:

- Who is your audience?
- What are you trying to do?
- What style of video is best for you?
- What personality should your video have?
- What can you afford?

FILMING

Here are some basic tips and questions to consider when filming video.

- What video and audio gear do you need?
- What type of filming are you doing?
- How can you get good B roll video?
- How long will it take?



ProTip: Bookshelves often work well as backgrounds - they are visually interesting without being distracting.

How much will it cost?

It depends, but when hiring a videographer, a good rule of thumb is \$1000/minute of final produced video (5 minute video = \$5,000)

Low cost - The DIY approach; cost is mostly staff time and equipment

Medium cost - Hire out for small crew, modest production time; cost for short video low thousands

High cost - Hire out for large crew, high production value and time; cost many thousands and up

When you interview..

- Consider doing a pre-interview so the person can get comfortable and prepare answers
- Find a location that's not distracting, but also not stark and boring (like a blank beige wall)
- Remind people to keep answers short, and be energetic
- KEEP QUIET - don't interrupt, chime in, or make other audible sounds - nod to acknowledge what's being said

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What not to wear...No really.

- Avoid small patterns and prints - they look wobbly on camera
- Avoid distracting logos, or graphic shirts - it pulls focus from the content
- Take off large jewelry - it's distracting

Getting great B-roll



B-roll - or filming that is not of your primary interviewee or subject matter - helps tell a visual story and keep your viewers engaged. B-roll also helps you smooth edits in your interview.

- What visually interesting things can I film that will help tell this story?
- Do we already have b-roll we can use? If not, how long will it take to film it?
- Are there other photos or graphics I can use?



ProTip: Record audio on a mobile phone's voice recorder app, and use headphones with an embedded mic to get decent audio.

Tech: Must Have vs Less Essential

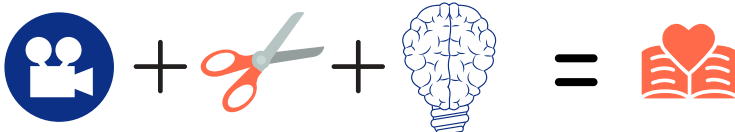
- **Video** - you don't need a fancy video camera to get good video. Most cell phones have excellent video quality that looks professional enough for many projects.
- **Audio** - if you're going to spend money on something, spend it on a decent microphone (lavalier or shotgun mics are usually best bang for the buck). Avoid filming where there is background or ambient noise.
- **Lighting** - Film in places with natural light, and make sure the subject's face is well lit. Avoid relying on overhead lighting as it creates odd shadows.
- **Editing Software** - You don't need the fancy editing software with all the bells and whistles. Look for free software that will get the job done.

EDITING

Editing is where the magic happens. This is where the storytelling is crafted and honed, and also is the bulk of the work in video making.

- Find free or inexpensive easy-to-use editing software. Many basic video editing packages come standard on computers or cell phones.
- Make edits that help propel the story forward. Cut out 'uh' and 'um' and make the story succinct and clear.
- Find creative commons or public domain images, and/or purchase images and music to add more depth to your video.

ProTip: Always have your audience in mind when editing. Make it as concise and meaningful a viewing experience as possible.



For more resources: DeveloPlayLLC.com/VideoYourWay