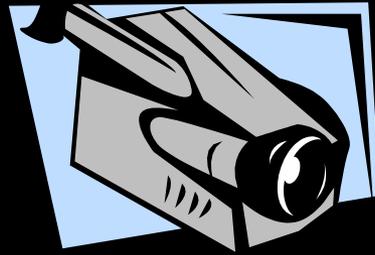


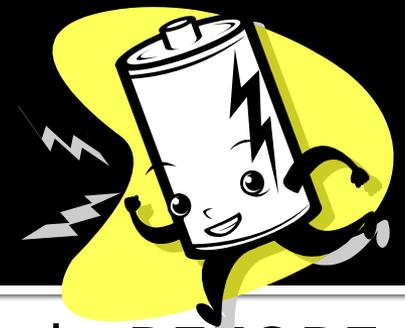


VIDEO PRODUCTION TIPS



The Basics

Test Your Equipment!



- Take the time to make sure everything works **BEFORE** you go to the interview/shoot site
- Is your battery (batteries) fully charged?
- How good does your built-in microphone work?
- Does your camera have input for external mic?
- If so, try to use one for interviews
- Shoot some video and record some sound, then play back to ensure quality
- If you have lights, tripod and other gear such as battery-operated microphones, test these
- Preparation like this will help avoid **DISASTERS** like returning from your shoot to find that you have no audio, poor audio, no video or poor video
- Know how to focus- don't want fuzzy, out of focus video

Visualize the Production



- What do you want viewers to see and hear?
- What do you want them to take away?
- Determine what key points you want to make, bring out and emphasize
- What does the client want to emphasize?
- Think about and even make a list of the specific shots and interviews you want to get on camera/record
- Think about shots sequences, music, titling, graphics, transitions and video effects that can enhance the production
- Try to visualize shot-by-shot, or part-by-part, what the video will look like....then make it happen!



Shooting Interviews

Framing the Shot-Use the Rule of Thirds-
We need to see both eyes, not a profile

EXHIBIT 8.9

(A) In this shot, the photographer fails to provide lead room/talk space, so the subject appears to be crowded against the edge of the screen. (B) With proper talk space, the subject will be aligned along one of the vertical lines in the rule-of-thirds grid.



A

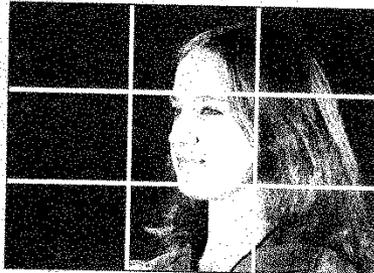


B

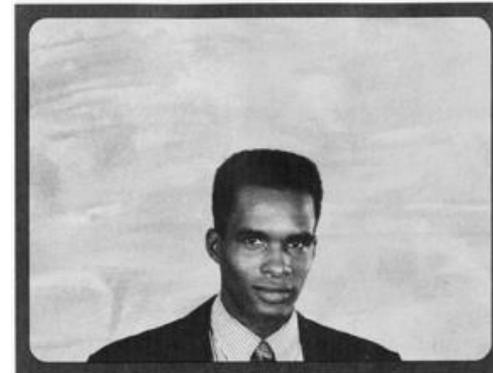
A complete profile (A) cuts off half the subject's face. The subject should be angled (B) so that both eyes are visible in the shot.



A



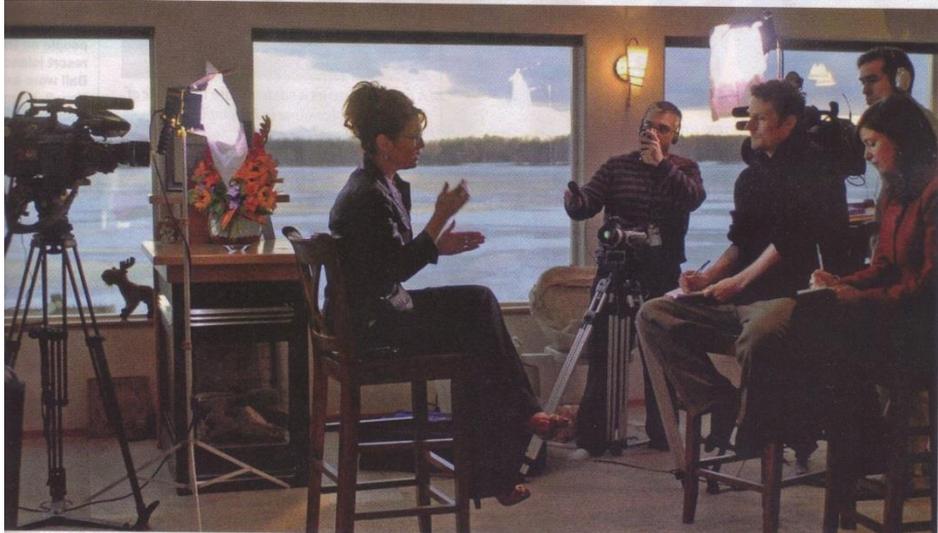
B



Avoid excessive headroom and awkward background clutter

Camera Position for Interviews

CAMERA NEEDS TO BE DIRECTLY BEHIND THE REPORTER TO GET FULL FRONT SHOT OF INTERVIEWEE



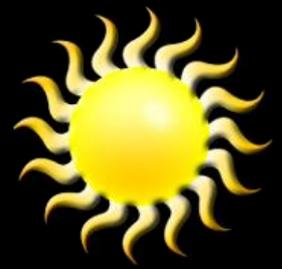
ONE-MAN-(OR WOMAN)-BANDING



Be sure that the microphone is close to the interviewee. With smart phones, camera needs to be especially close to person so small built-in mic will pick up quality sound



The Importance of Lighting



POOR LIGHTING CAUSES

INDOORS: INSUFFICIENT LIGHT, SHOOTING INTO WINDOWS

OUTDOORS: SHOOTING INTO SUNLIGHT, SHADE OR IT'S JUST TOO DARK OUT



Beware! Light coming in through the window shuts down the camera's iris, darkening the person in front of the window.



THE FIX

INDOORS: USE LIGHT SOURCE SUCH AS PORTABLE OR PLUG IN LIGHT KIT

OUTDOORS: POSITION PERSON SO SUNLIGHT IS IN HIS/HER FACE; TAKE OUT OF SHADE, MOVE TO WHERE LIGHTING IS BETTER; ADJUST CAMERA SETTINGS TO OPEN IRIS AND/OR SHUTTER SPEED, IF POSSIBLE, THUS ALLOWING MORE LIGHT INTO THE CAMERA



B-Roll Basics



- Count to 10 each shot
- Be steady
- Shoot wide, medium, close-up sequences
- Be an in-camera editor
- Be creative
- Move around
- Keep in focus

EXHIBIT 8.6

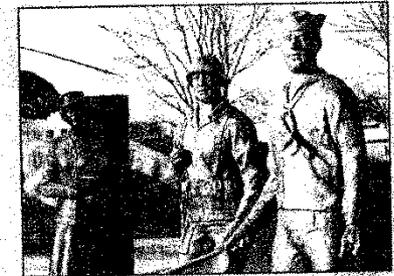
Examples of wide, medium and tight shots.



(A) Wide



(B) Medium wide



(C) Medium



(D) Tight



(E) Tight

Shot Sheets



- A shot sheet or log can be compiled after a shoot
- This helps identify where everything is on tapes, SD cards, hard drives, etc.
- Such a list is helpful in finding clips and also in deciding what to use and not use
- Interviews can be paraphrased or transcribed verbatim
- Reviewing a shot sheet/log prior to and while writing a script will remind what you have to work with as far as video and interviews clips
- Sample Interview [Log](#)

Video Scripting



- Television news and video production use split-page scripting
- Text, narrative, copy, voice-over are put on right half of the script
- Shot descriptions, technical info, position shots/interviews can be found on tape are listed on the left side
- TV news package script [example](#)
- [Scripting Tips, Examples and Video](#)
- Script and Storyboard [example](#)

Editing Philosophy



- Again, in your mind, visualize how you want the video to look, feel, sound- and what you want viewers to feel and take from it
- You are telling a story- so make sure it is cogent, organized, fluid, and has a beginning, middle and end
- Power of the first and final shots- make them strong!
- Keep each b-roll/still shot to 3-5 seconds tops
- Avoid long, slow pans, tilts and zooms
- Think sequences of wide, medium and tight shots, in any order
- Soundbites: keep them short and snappy- 5-12 seconds max
- If they are longer, it's OK to cover parts with b-roll
- Carefully mix music and narrative so they don't conflict
- Remind viewers of businesses location, address, website, phone number, etc. at end of video
- Don't need a title page or closing credits
- Think of your video as if it is going to be embedded on the company's website- so we don't need to see your names and don't need to be reminded this is a school project!
- When posting to YouTube, properly use title, description and tag words- be professional!