Tips for Video Production

Preparation

* Thinking through the process of video production from start to finish can help you identify potential problems that may arise during filming, weak points in your story, or difficulties you may face during editing or distribution. Anticipating these problems can help you avoid them, and the next phases of creating a video will be much smoother.
  + Identify the intended audience
  + Create a team and gather assets
    - What equipment or services are available to you?

Developing a Script

* A good script holds the audience's interest, is easy to understand, and is as concise as possible.
* The conflict and resolution may be obvious or subtle to the viewer, but it is important to include it in to maintain their interest.
* There are other elements to the story that can add depth and interest to your video as well. You may have an interesting character, a significant change in a community's attitude, or an interesting landscape that is an essential setting for your story.

Shot List and Storyboard

* Shot lists are simply a list of shots you are planning on collecting that may have detailed notes in a table that show location, time of day, and the subject.
  + Shot lists are great to help keep you organized and on schedule.
* Storyboards are drawn out pictures of each shot that resemble a comic strip.
  + Storyboards help you articulate your vision to other team members.
* Start by writing the ideas you have down on the script itself.
* Some shots may need supporting graphics, or a voiceover script to clearly convey the message.
* Whether the visuals are obvious or not, we can always communicate more to the audience by thinking about what should be included in the frame.
* Gather footage that gives viewers an understanding of a character to add needed context for the story.

Location Considerations

* You probably understand that you want to shoot in a location that helps you tell your story visually, but there are a few other factors to consider when choosing a location. One often overlooked and yet essential element of a good location is sound. You may have a beautiful landscape in mind, but if it is right next to a highway or an airport, capturing quality sound may be difficult. Other considerations include access to electricity and bathrooms.

Shooting Video

* Framing
  + Camera height and placement determines framing and offers a lot of subtext to a viewer. While many choices are subjective, it is still important to make decisions with awareness of the impact they may have on the audience.
* Eyeline
  + Setting the camera below the eyeline gives the subject more power and authority. Setting the camera above eyeline makes the subject seem small and diminishes authority. Generally, professionals will want to set the camera height at eye level with the subject as this feels like talking to a peer and inspires trust in the viewer. You can also choose to have your subject look straight into the camera or angle him to give the impression he is talking to someone off camera. This will either make the viewer feel like they are a part of the conversation or are listening in on an outside conversation. Taking into consideration the content and tone will help you decide how to set the subjects eyeline.
* Distance
  + Setting the camera close or far away can determines the intimacy of the shot. Generally, professionals will want to set the shot somewhere between Medium and Medium Close shots, and Close Ups can be used to convey more emotion, and Long shots can be used to show a subject in relation to the setting.
* Lighting
  + Lighting plays a big role in affecting the mood of a video. Generally, for professionals, the lighting should be bright and even. Harsh shadows and lower light often create darker moods. Try to choose locations where the light can be bright and even.
* Getting Good Sound
  + While having a quality and appropriate type of microphone are certainly factors to consider, the most important element is that your microphone is properly placed. It is generally best to place the microphone as close to the subject as possible, while doing your best to not include it in the frame.

Editing Video

* One way to start organizing footage is by creating folders based first on the location they were shot, the date, time of day, and finally separating interviews from b-roll.
* As you are organizing your footage, it is also good to go through the footage that you captured. Any unusable footage such as false takes or unfocused subjects can be deleted at this time, which will help you save storage space on your computer. Be sure not to delete any footage that could still be used such as blurry footage with a great audio clip, because there may be ways to creatively use it in the editing process.

Editing and Software

* Below is a list of recommended free software video editing software programs as well as tutorials that can help you start editing your footage:
  + [Adobe Premier Rush](https://www.wichita.edu/services/its/userservices/ACC.php) (available free to Wichita State Students)
  + Apple iMovie
  + Windows Movie Maker
  + Davinci Resolve
  + Vimeo