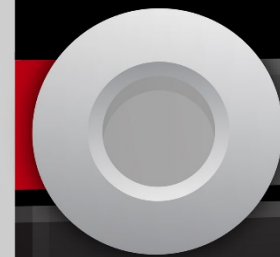


VIDEO PRODUCTION

ON A BUDGET



WHY VIDEO?

- SEO (Search Engine Optimization)
 - All major search engines give a lot of value to video content!
- The Social Media Effect
 - Having your own video on the major sites drastically increases your chances of exposure. And people are more likely to share an interesting video vs. an article.
- It's what we do online
 - Nearly 45 percent of all internet traffic is to watch videos!

WHAT YOU CAN DO



Complete
Production
Studio?

CLICK HERE

Share
share your video on social media

Shoot
shoot pro video

Edit
edit on the go

Upload
upload straight to video sites



Interview with Matthew Peters
FOUNDER OF SMART PHONE VIDEO PRODUCER

TELL A STORY

- Who is your audience?
 - Customers?
 - Employees?
 - Community?
- What are you trying to achieve?
 - Education?
 - Gain customers?
 - Public influence?
 - More likes?
- How to make your audience care

WHAT MAKES A VIDEO?

- Interview
- Narration
- Music
- Visual

INTERVIEW TIPS

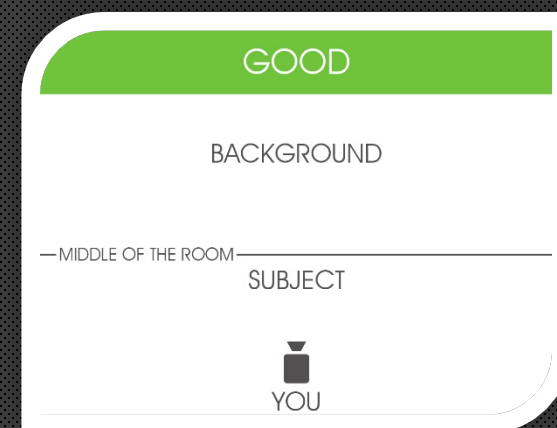
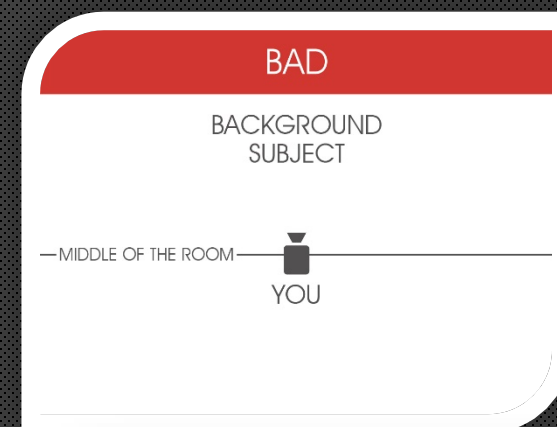
- Location, Location, Location
- Clothing
- Lighting
- Questions
- People

BASICS: FILMING

- Don't talk!
- Avoid camera shakes, use a tri-pod to stabilize the cell phone
- Avoid fast movement, cell phone cameras take a while to re-focus, therefore you will lose 3-4 seconds of the shot.
- Shoot more footage than needed – 10+ Seconds

BASICS: COMPOSITION

- Avoid Shooting up against a wall
 - When a subject is shot right up against a wall or background, the entire plane of sight appears in-focus, making it difficult for the viewer to focus on one thing.



BASICS: LIGHTING

- Use natural light when possible
- Light should always be behind the camera
- Find a bright location to shoot
 - Near a window
 - Add lamps/spots



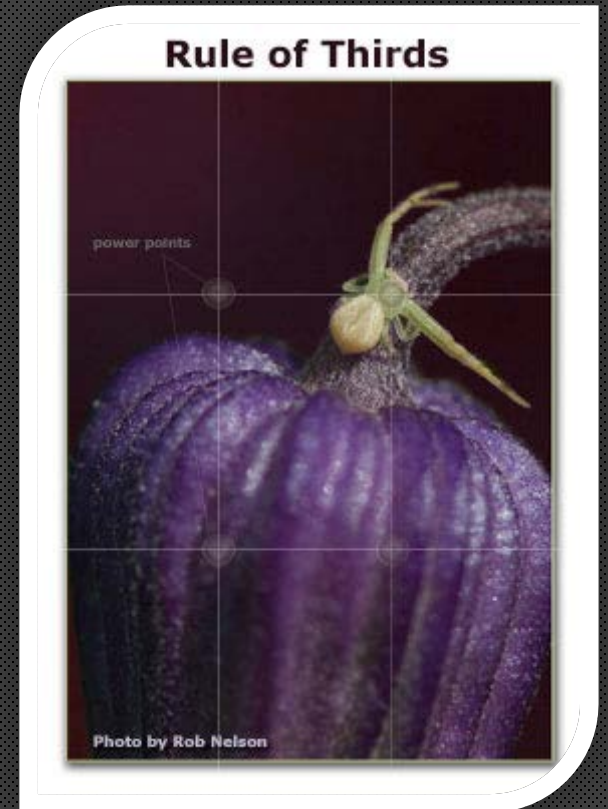
BASICS: RULE OF THIRDS

- Rule of Thirds: The Grid
 - An image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines, and that important compositional elements should be placed along these lines or their intersections.



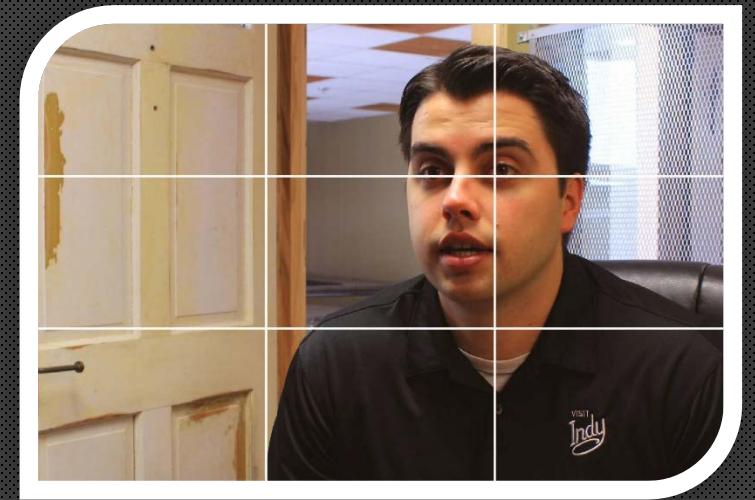
BASICS: RULE OF THIRDS

- Common Uses
 - **Framing an interview:** The eyes of your subject should fall in one of the upper *powerpoints* and the subject should be looking towards the empty space on the frame.
 - **Shooting a horizon:** Rather than position the horizon on the center of the frame, align it along the upper or lower third depending on what you want to emphasize. For example, if you're shooting a cloud time-lapse you will want two-thirds of the shot centered on the sky.



BASICS: COMPOSITION

- Once your interview is set up, lock your camera's focus on the person's eyes.
- Align the subject with one of the vertical lines.
- The subject's eyes should be level with the camera. Make sure you are at the same level as well.
- Make sure the top of their head is a few inches from the top of the frame.



BASICS: PRIMARY SHOTS

- **Extreme Wide Shots** - act to establish the area.
- **Wide Shots** - show the entire person or area. They're great for establishing the scene and allow for good action of the characters. Sometimes this is known as the long shot.
- **Medium Shots** - frame the subject from the waist up. This is the most common shot and allows for hand gestures and motion.
- **Medium Close Ups** - show the subject in more detail and are often framed from just below the shoulders to the top of the head.
- **Close Ups** - show a particular part of your subject. For people this usually means the shot frames just the head!
- **Extreme Close Ups** - are much tighter close-up shots in which you get detail greater than the human eye might be able to normally perceive. An example of this shot might be of the mouth and eyes together

BASICS: SECONDARY SHOTS

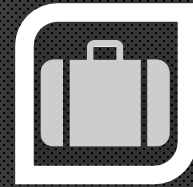
- **Two Shot** - This is a shot of two peoples (or other individuals) together.
- **Cut Away** - Cutaways are used in the editing process to fill in footage which is different from the main action. B-roll is often used for cut-aways. An example might be a cut away of a bird singing if the shot is focused on a couple in the woods.
- **Over the Shoulder Shots** - are shot from behind the person towards their subject. Generally the frame is cut off just behind the ear, although there are several variations. A good technique to use to get this shot is to frame the person facing the subject with about one third of the frame.
- **Point of View** - This is an effective shot that gives the audience the feel that you're seeing it from the eyes of the performer. It is taken from near the eye-level of the actor and shows what he might see. It could be used to give the perspective of other animals too like a frog, a bird, or a fish.
- **Selective Focus** - By using a large aperture value (f/1.4, f/2.0) you will be able to create a shallow depth of field. This effectively leaves one part of the frame in focus while blurring others, such as the foreground or background. When you change the focus in the shot from the foreground to the background you're doing another advanced camera shot called a **rack focus**.

BASICS: CREATIVE TECHNIQUES

- Timelapse
 - Show the same subject over time
- Slow Motion
 - Capture interest by highlighting a certain action over others.
- Pop up infographics
- Freeze frames
- Two or more camera angles

PREPARE YOUR EQUIPMENT

- Charge your phone or tablet, and bring your cable
- Clear out space on your phone or tablet
- Turn on Airplane Mode
- Pack your bag (tripod and adapter, mic, headphones, screen wipe)



BUILD YOUR VIDEO

- Focus on a great intro
 - Upwards of 25% of people will click away in the first 10 seconds.
 - First audio and video should give a sense of the topic
- Keep up the pace
 - Don't beat around the bush, keep on target and stay focused to keep the audience interest!
- Video Length: <5 min
 - Shorter is better (2-3 min)

ADDING NARRATION

- Keep wording simple, plan for a broad audience
- Speak with confidence – practice, practice, practice
- Match the tone of the video

TIPS FOR ADDING AUDIO

- Always do a Microphone test – levels are important

TIPS FOR ADDING MUSIC

- Match the tone of the video with the music
- Resources
 - iStockPhoto – Music
 - Shutterstock – Music
 - Bensound – Free use as long as you credit the website.
 - Incomptech
 - AudioMicro
- Many others, search Royalty Free Music

EDITING WORKFLOW

- Place your audio
- Separate audio and video
- Add b-roll and trim to pauses
- Remove audio if needed, or add fades
- Add Music and/or sound effects
- Add Transitions, titles and lower thirds
- Add your logo to the beginning of the film (opening animation if you have it)
- Add logo at end with call to action
- Export and share your project

VIDEO APPS

- iMovie (iOS)
- Magistro (iOS and Android)
- VivaVideo (iOS and Android)
- Splice (iOS)
- Lumify (iOS)
- Video Editor (Android)
- Kinemaster (Android)

QUESTIONS?