

MAKING VIDEOS THAT DON'T SUCK

CREATING ENGAGING VIDEOS FOR LEARNING

WELCOME!

- TODAY WE WILL COVER:
- BEST PRACTICES FOR PRODUCTION
- DEVELOPING YOUR CONTENT
- BEST PRACTICES FOR EDITING
- HELPFUL RESOURCES



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GETTING STARTED

- CONTENT
- CAMERA OR RECORDING DEVICE
- LIGHTING
- SOUND
- ENVIRONMENT
- PLANNING OR STORYBOARDING



BEST PRACTICES FOR SHOOTING VIDEO

- PLANNING

- CREATE A SCRIPT AHEAD OF TIME
- DEVELOP A STORYBOARD OR A SHOT LIST
- WHAT'S YOUR TARGET LENGTH?
 - LONG VIDEOS LOSE ATTENTION
 - HOW WILL YOU MAKE THIS INTERESTING AND ENGAGING?
- WHAT WILL YOU NEED B-ROLL OF?
- VOICEOVERS VS ON CAMERA

CHECK IN #1

- WHAT KIND OF CAMERA OR GEAR DO YOU HAVE ACCESS TO?
- WHAT QUESTIONS DO YOU HAVE ABOUT USING YOUR CAMERA GEAR?

BEST PRACTICES FOR SHOOTING VIDEO

- LIGHTING

- MORE LIGHT = CLEARER IMAGE



BEST PRACTICES FOR SHOOTING VIDEO - LIGHTING

- MORE LIGHT = CLEARER IMAGE
- USE A SOFT, OMNIDIRECTIONAL LIGHT
 - EXAMPLE: RING LIGHT
- WINDOW LIGHT



BEST PRACTICES FOR SHOOTING VIDEO - LIGHTING

THINGS TO AVOID:

- HARSH LIGHT
- OVERHEAD FLUORESCENTS
- BACK LIGHTING (WINDOWS OR DARK CORNERS)



BEST PRACTICES FOR SHOOTING VIDEO

- SOUND

- SOUND WILL MAKE OR BREAK A VIDEO
- INVEST IN A MIC
 - USB MIC (COMPUTER)
 - SHOTGUN MIC OR LAV MIC (CAMERA)
- RECORD IN A QUIET SPACE WITH SOFT EDGES



BEST PRACTICES FOR SHOOTING VIDEO

- ENVIRONMENT

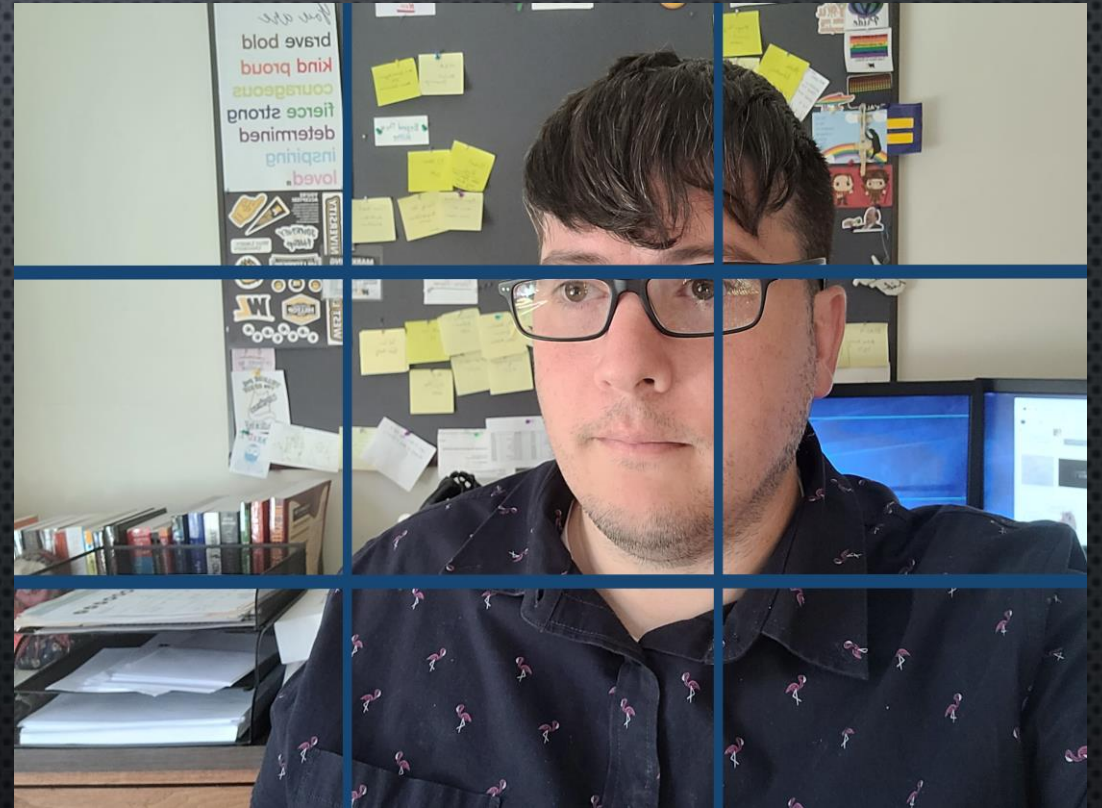
- AVOID CLUTTERED SPACES
- USE SIMPLE BACKGROUNDS
- TURN OFF THE AC
- CONSIDER THE SOUND AND LIGHTING CONSTRAINTS
 - CHILDREN
 - PETS
 - TRAFFIC

BEST PRACTICES FOR SHOOTING VIDEO - ENVIRONMENT



BEST PRACTICES FOR SHOOTING VIDEO - STAGING AND COMPOSITION

- 2/3 RULE COMPOSITION
- HAVE A BUDDY TO HELP SET UP
- CAMERA PLACEMENT
 - AVOID REALLY LOW ANGLES AND REALLY HIGH ANGLES
- AVOID READING FROM A SCRIPT!



CHECK IN #2

- WHAT CAN YOU USE TO IMPROVISE ON LIGHTING?
- WHAT CAN YOU USE TO IMPROVISE ON CAMERA SET UP?

CONTENT CREATION - PERSONALITY

- BE ENERGETIC!
- SMILE AND BE POSITIVE
- EYE CONTACT
- BE YOU
- AVOID THE WEEDS

CONTENT CREATION LANGUAGE

- SLOW DOWN
- AVOID READING
- ARTICULATE AND ANNUNCIATE
- JUST AS IF YOU WERE TEACHING IN PERSON

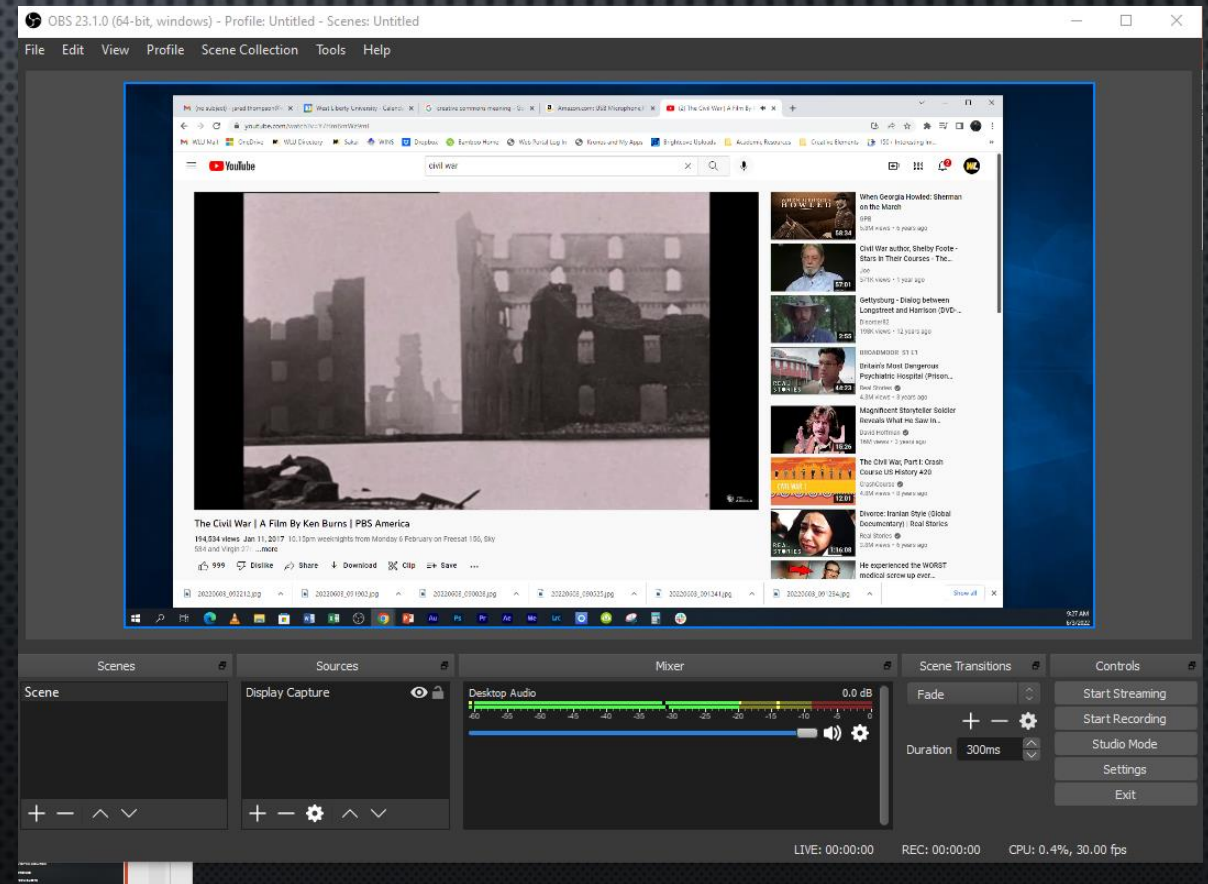
CONTENT CREATION

GRAPHICAL ELEMENTS

- USE GRAPHICS TO HELP ILLUSTRATE POINTS
- 6X8 RULE
- VARY YOUR IMAGERY
- BE MINDFUL OF USING CONTENT LEGALLY

CONTENT CREATION - OTHER CONTENT NEEDS

- ALWAYS CREDIT WHERE CONTENT IS PULLED FROM
- LOOK FOR ROYALTY FREE OR
CREATIVE COMMONS/OPEN SOURCE
- OBS SOFTWARE CAN BE USEFUL FOR SCREEN
RECORDING
- SNIPPING TOOL ON WINDOWS MACHINES
FOR SCREEN SHOTS

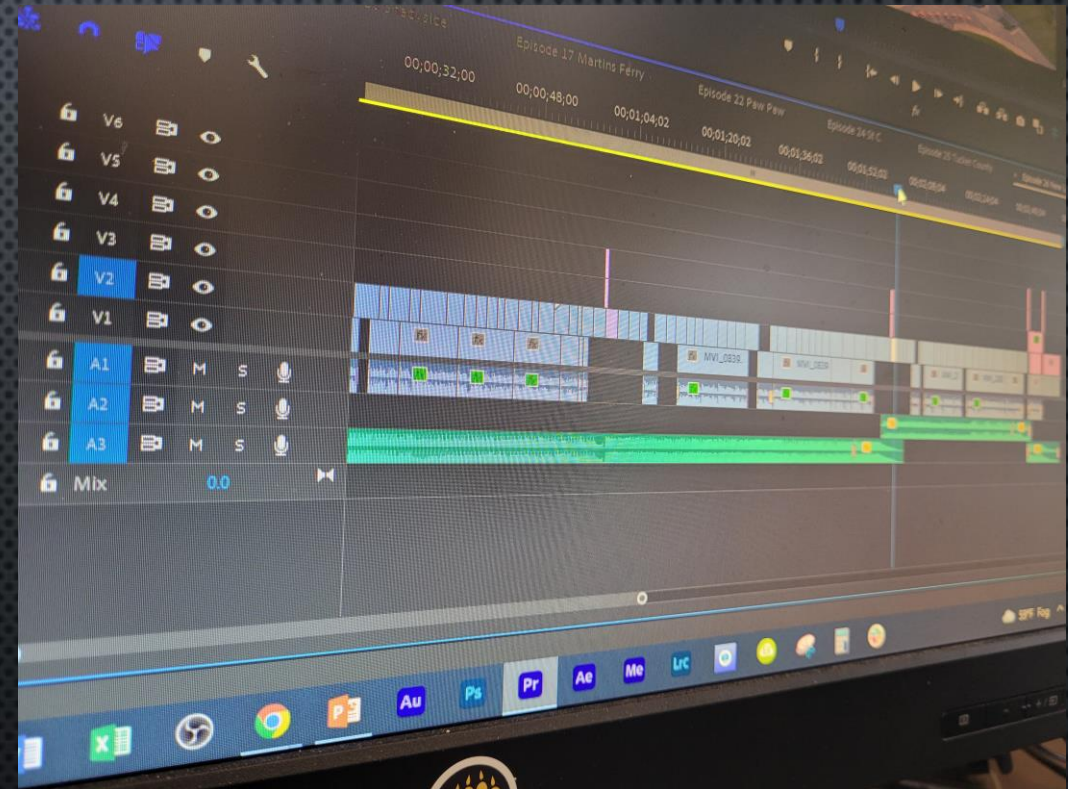


CHECK IN #3

- WHAT HOLDS YOUR INTEREST OR ATTENTION IN A VIDEO?
- WHAT ABOUT YOU WILL STUDENTS FIND ENGAGING?
 - WHAT ARE YOUR SPECIFIC PERSONALITY STRENGTHS?
 - WHAT ABOUT WEAKNESSES? HOW CAN YOU OVERCOME THESE?
- HOW CAN YOU FIND WHAT WORKS WITH YOUR STUDENTS?

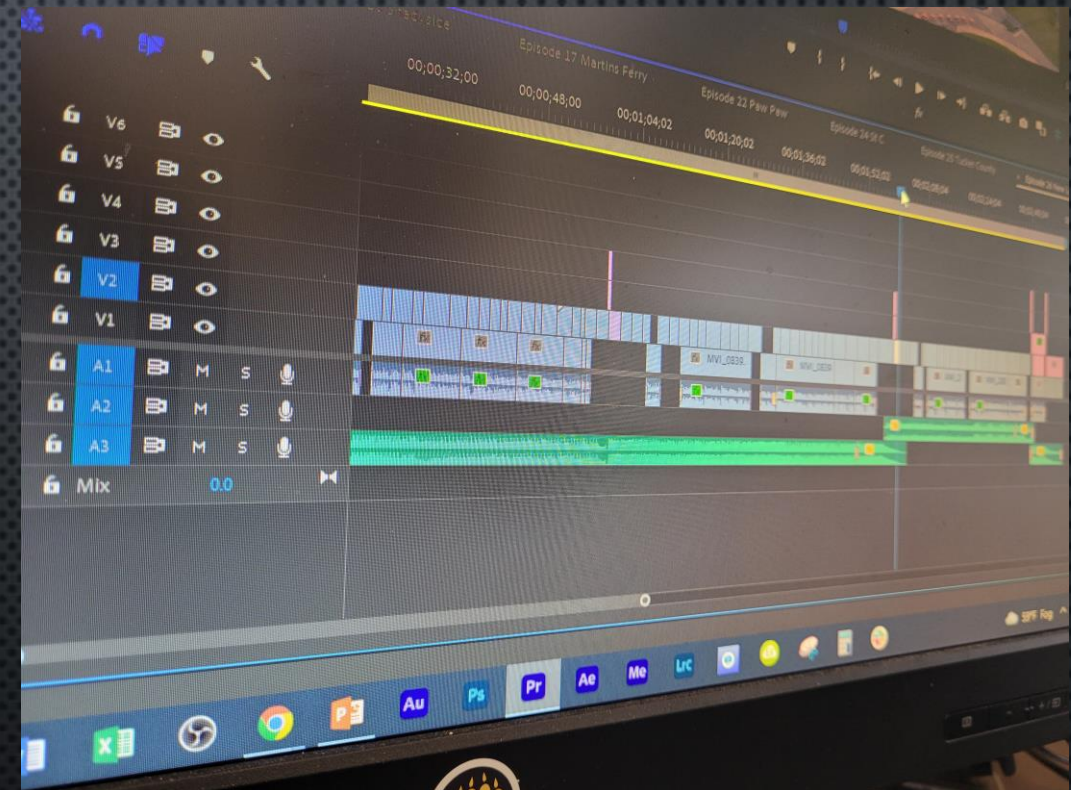
EDITING PROCESS

- STEP 1 – GATHER YOUR ASSETS
 - ON CAMERA NARRATION
 - VOICE OVERS
 - IMAGERY/PHOTOS
 - B-ROLL
 - AUDIO ELEMENTS (SOUND, MUSIC, ETC)



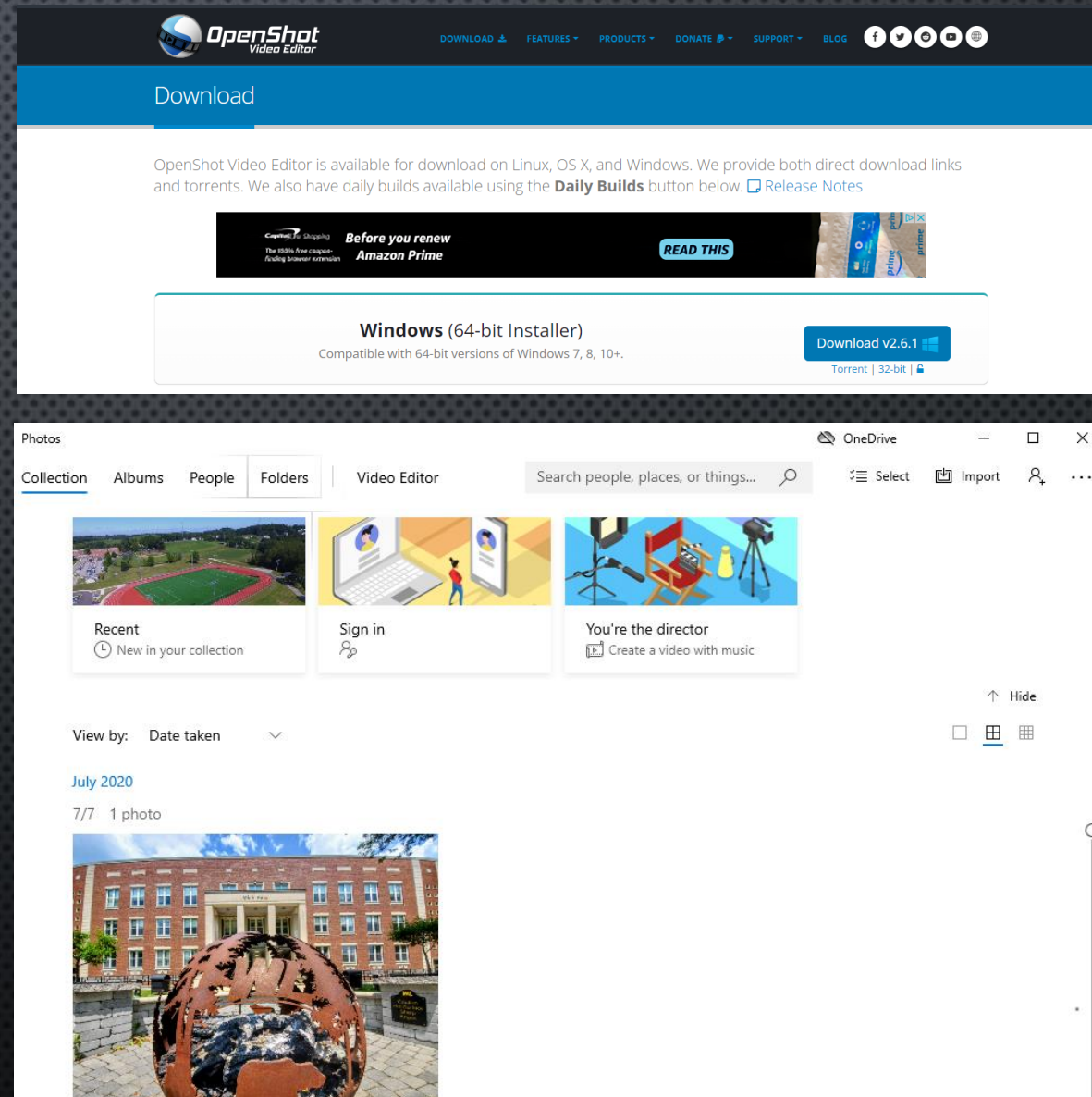
EDITING PROCESS

- STEP 2 – CREATE
 - THINK CREATIVELY
 - AND CREATE THOUGHTFULLY



EDITING SOFTWARE

- ADOBE PREMIERE \$\$
- OPENSOT
- DAVINCI RESOLVE
- IMOVIE
- WINDOWS VIDEO EDITOR
- LIGHTWORKS



HELPFUL RESOURCES

AMAZON ITEMS:

USB MIC

[HTTPS://WWW.AMAZON.COM/DP/B06XCKGLTP?REF=PPX_YO2OV_DT_B_PRODUCT_DETAILS&TH=1](https://www.amazon.com/dp/B06XCKGLTP?ref=ppx_yo2ov_dt_b_product_details&th=1)

12" RING LIGHT

[HTTPS://WWW.AMAZON.COM/DP/B0914R6H2P?PSC=1&REF=PPX_YO2OV_DT_B_PRODUCT_DETAILS](https://www.amazon.com/dp/B0914R6H2P?psc=1&ref=ppx_yo2ov_dt_b_product_details)

OPEN SHOT:

[HTTPS://WWW.OPENSOT.ORG/DOWNLOAD/](https://www.openshot.org/download/)

PEXELS:

[HTTPS://WWW.PEXELS.COM/](https://www.pexels.com/)

MUSIC:

[HTTPS://WWW.BENSOUND.COM/ROYALTY-FREE-MUSIC/2](https://www.bensound.com/royalty-free-music/2)

[HTTPS://INCOMPETECH.COM/MUSIC/ROYALTY-FREE/](https://incompetech.com/music/royalty-free/)

[HTTPS://FREEMUSICARCHIVE.ORG/](https://freemusicarchive.org/)

[HTTPS://MUSOPEN.ORG/MUSIC/](https://musopen.org/music/)

BEST PRACTICES FOR EDITING

- USING OPENSHOT AND ADOBE PREMIERE

- SETTING UP A PROJECT
- IMPORTING YOUR ASSETS
- CUTTING AND CONTINUITY
- ADDING GRAPHICS
- EXPORTING

THANKS FOR YOUR ATTENTION!

QUESTIONS?

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