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Video Skills Training

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Topics

What equipment should I buy?

Shooting tips for phones and cameras

How to record professional quality audio

Should I use lights?

Pre-production tips - make sure your video is a success

Filming interview or client testimonial - set-up, tips and procedure

Filming yourself

Filming demonstration

Editing demonstration using Adobe Premiere

And... You'll leave with a plan on how to produce your first four videos

What equipment do you need?

Essential gear to make your videos looks and sound professional

- Smartphone, DSLR or video camera
- Tripod
- Smartphone support
- Audio recording equipment
- Lights
- Gimbal



Filming an interview or client testimonial

Find a suitable location and background

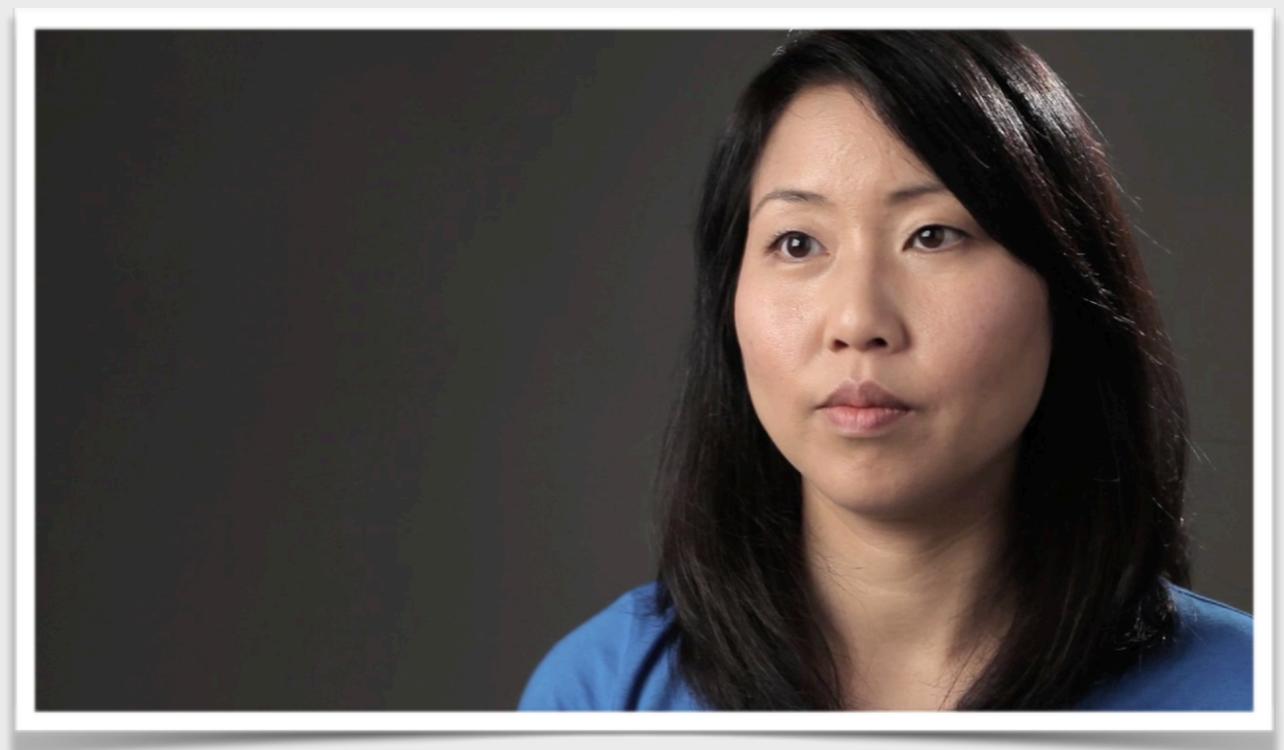
Place chairs, lights and camera

Camera position

Framing - left, right and spacing

Alternate sides if doing several interviews

Stand-up interviews - check the eye line



How to set-up audio equipment

Audio for phones

Using radio or wireless mics

Hiding and placement of microphone - t-shirt etc

Monitor audio if possible or listen out for disturbances



What videos could you produce?

PART ONE - Video title and sub-headings

Leave this session with four ideas for videos you could easily create.

STEP 1

Write down a **subject area** that you are an **expert in** or a **topic/hobby** that interest you.

Or just **COPY** this from previous session.

STEP 2

Under that heading, write down **4 sub-headings**. These will be the **four short videos** you create.

Or just **COPY** this from previous session.

What videos could you produce?

PART ONE - VIDEO TITLES

STEP 1 - Copy over **one of your video titles** (e.g. bird watching)

STEP 2 - Copy over the **four video sub-headings** which will become the four mini-videos you'll create (items 1, 2, 3, 4)

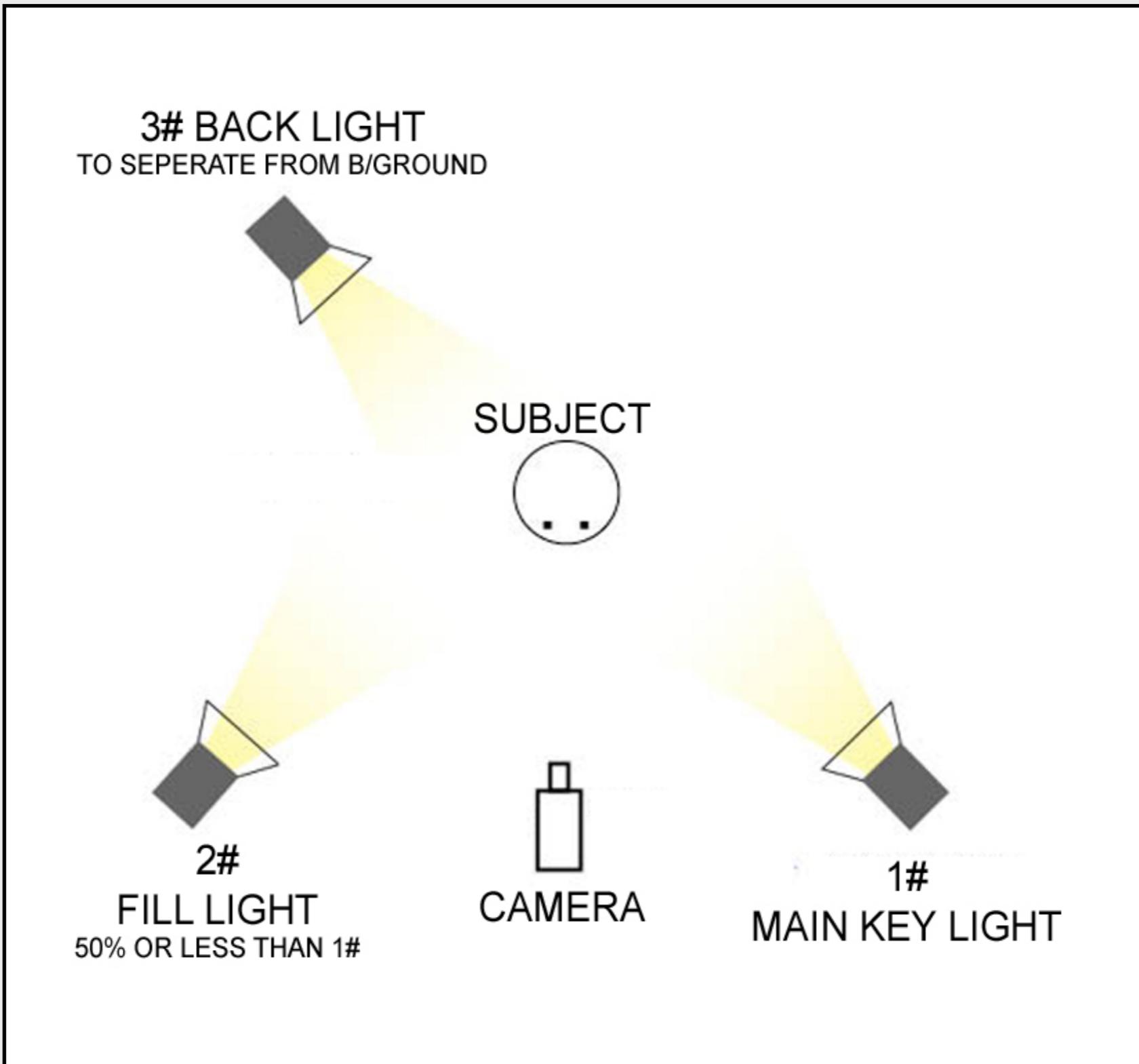
FOR EXAMPLE

TITLE - Bird-watching for beginners

1. What equipment do I need?
2. What are the best camera settings?
3. Best books, websites and resources
4. The best time of day and season

TITLE 1 -			
	Part 1 - Video title	Part 2 - Content	Part 3 - Overlay
1			
2			
3			
4			

Three point lighting



Lights

LED vs Tungsten

Lights with and without soft box

Without lights - use best available light

Shooting outside - tips

Avoid any back light

Smartphones good at setting the correct exposure

PRO settings for manual control of phone

Phone apps - Filmic



Pre-production

What will make your video a success?

- Target audience
- Duration
- Different versions
- Key interviews
- Particular overlay
- Shooting schedule
- Accessibility to film
- Image release forms
- Extra material available
- Storyboard and shoot for the edit



Interviews and client testimonials

Prepare person with phone interview (or chat before filming)

Send interview questions

Beware of over-preparedness

Make sure the person is put at ease



Interviews and client testimonials

Set-up camera for interview/client testimonial

Tips on conducting an interview

- Standalone soundbites
- Natural ending and pause
- One person talks at a time
- Direct talent if required



Double-check you have all the answers you need

Ask if they want to add anything extra

Filming yourself (PTC) - Tips

The camera is usually centrally framed

Use the rear camera - avoid looking at yourself - better quality

Make a plan with bullet points behind camera

Teleprompter?

Take a deep breath, smile and relax

If you make a mistake don't worry

Signal or clap for editing purposes

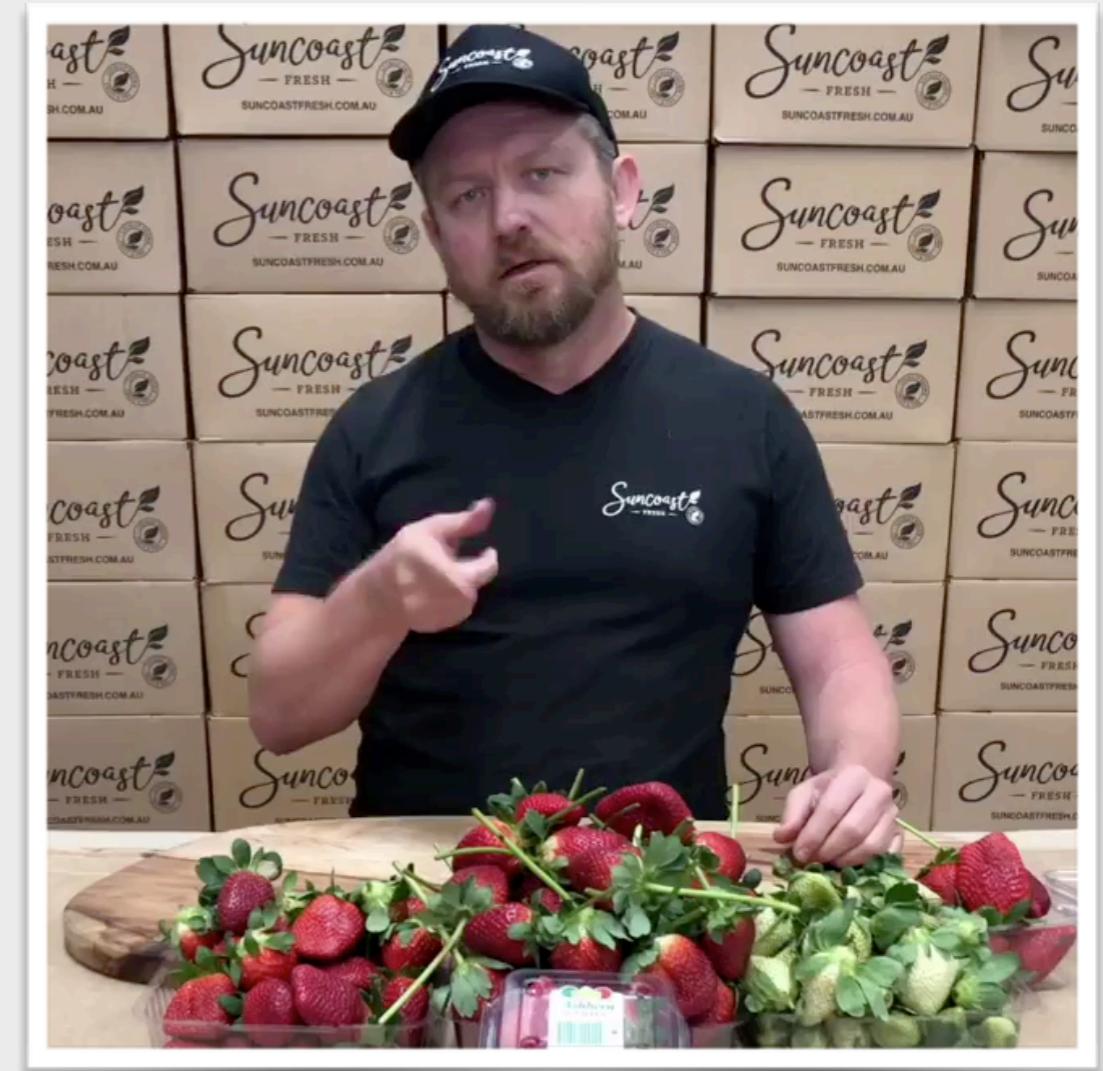
Using props can be useful

Slower pace with good posture

Relate to the viewer inside camera

Practice speaking clearly

You will quickly improve!



What videos could you produce?

PART TWO - CONTENT

How will you set about creating the four videos?

What will be the main content of each video?

- Interview
- Piece to camera
- slide show
- screen capture

List items you will need to film for each video

What videos could you produce?

PART TWO - THE CONTENT

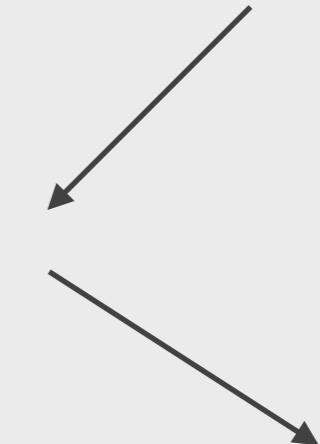
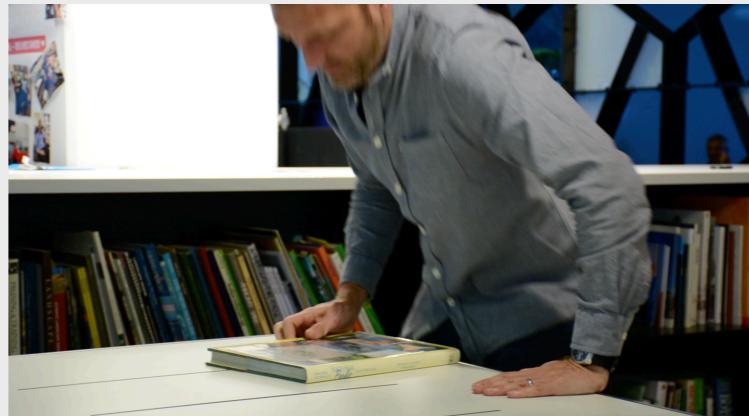
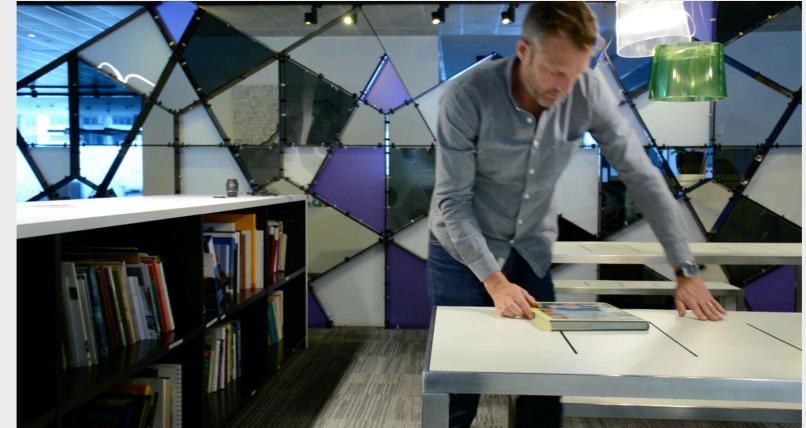
Birdwatching for beginners

	Video title	Content	Overlay
1	What equipment do I need?	Interview with expert or piece to camera (PTC)	
2	What are the best camera settings?	Interview with camera expert	
3	The best bird identification books and free resources online	Interview with expert or piece to camera (PTC)	
4	What is the best time of day and season?	Interview with expert or piece to camera (PTC)	

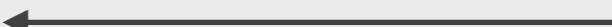
Shooting a sequence of shots

What is a sequence?

A sequence is a series of shots from various angles that will edit together.



FINAL VIDEO



What videos could you produce?

PART THREE - THE OVERLAY

What overlay would work for your four videos?

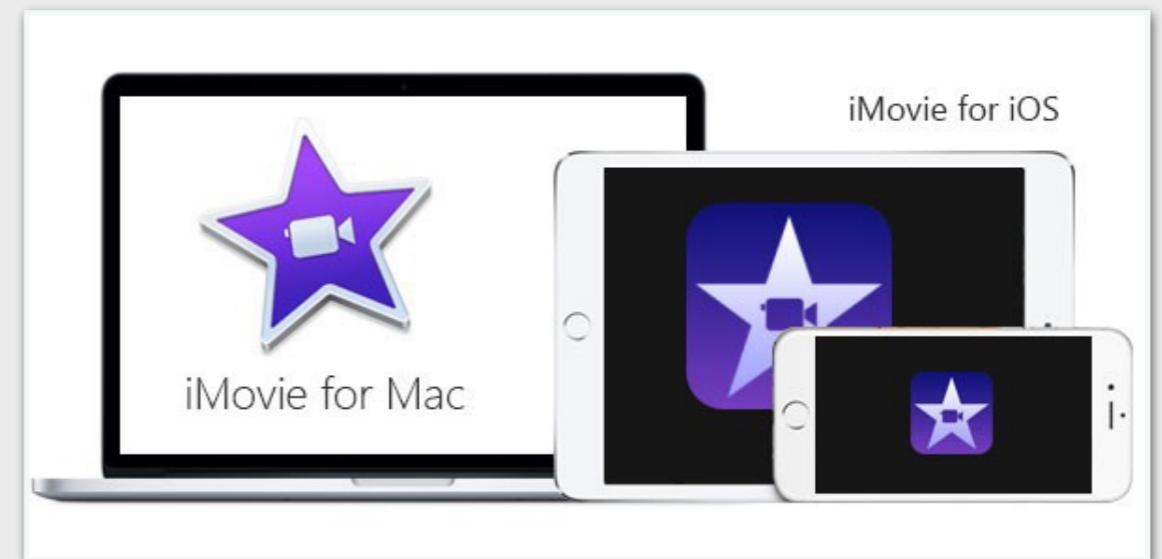
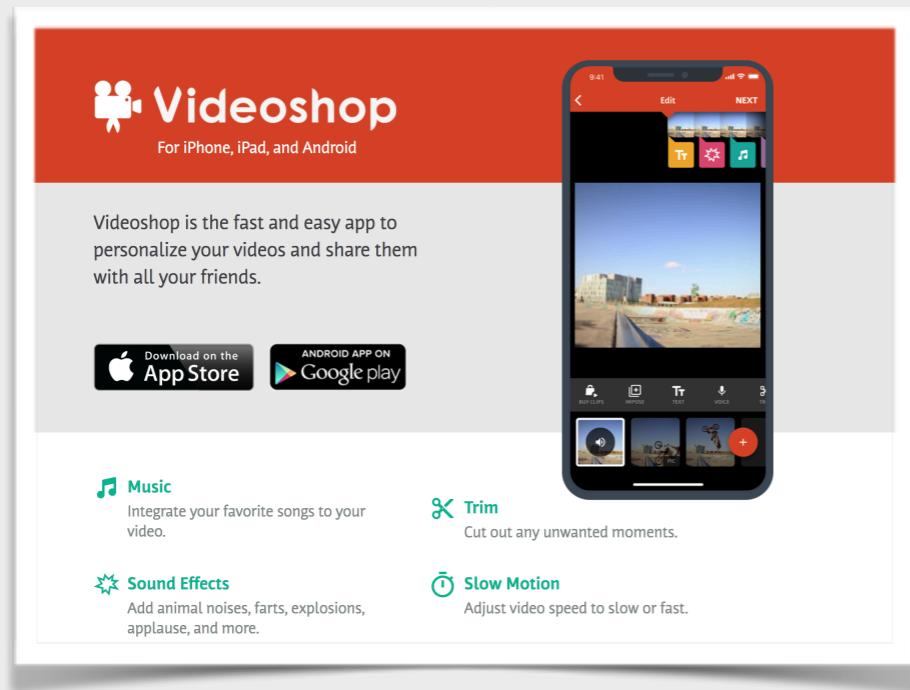
Can you film this at the same time as the interview or will it have to be filmed at another time or will it be provided?

Birdwatching for beginners

	Video title	Content	Overlay
1	What equipment do I need?	Interview with expert	<ul style="list-style-type: none">Images of binoculars, notepad and pen, camera, sunglasses
2	What are the best camera settings?	Interview with camera expert	<ul style="list-style-type: none">Images of camera, lens, filtersPhotos of birds with camera settings overlay
3	The best bird identification books and free resources online	Interview with expert	<ul style="list-style-type: none">Images of booksScreenshots of websitesSequence of taking book from shelf and flicking through the pages
4	What is the best time of day and season?	Interview with expert	<ul style="list-style-type: none">Good photosSequence of setting off early morning

The editing process - smartphone

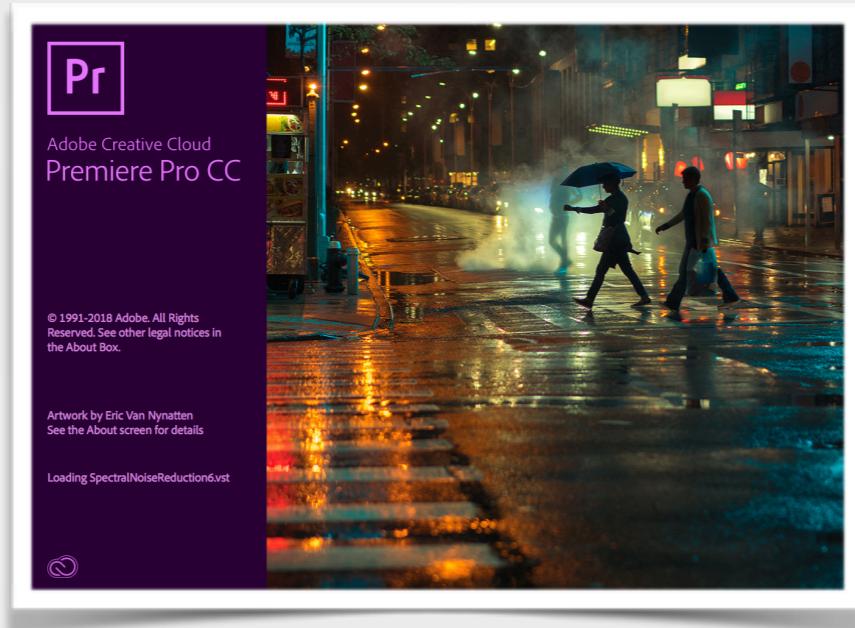
There are apps for your smartphone such as Video Shop or iMovie



- + Quick turnaround for social use
- + Low cost and convenient
- A bit fiddly to use especially if adding text

The editing process - desktop

Desktop editing - Adobe Premiere, Final Cut X, iMovie



- + Ability to craft more stylish videos with graphics and music
- + Advanced editing tools - audio and colour correction

- Monthly subscription or higher purchase price

Editing demonstration

How to edit your video footage

The main steps -

- Import footage and organise
- Select IN and OUT points
- Assemble footage
- Add overlay, graphics, images
- Add music
- Export video for each platform required
- Export different versions if required - 1x1, 9x16 etc



Thank you!

For more information or to book a course

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