



November 2012

In-House Video Production

Equipment

Camera

Canon Vixia
HF10
AVCHD
format

Tripod

Slik Pro 700
3-way Pan/Tilt

Microphone

Sennheiser ew100
Wireless system

Edit System

Adobe Premiere Pro
CS4

Extras

- 16 GB SD Card
- Battery Charger
- Headphones
- DVD burner
- Label Maker

Quick Tips for Polished Videos

DO

Get more video (b-roll) than you need: You can never have too much video, but you might wish you had that extra shot.

Prepare a shot list: Get wide, medium and tight shots of everything so you have cutaways. Plan to hold each shot for 10 seconds to give yourself some editing cushion.

Record multiple takes: Tape interviews and on-camera voice overs from multiple angles. Give yourself editing options and cutaways.

Pick the best messenger: Just as you would for a communications plan, think of who the audience wants to see. The director/secretary isn't always the best person to deliver a message. Sometimes a staff member or community member is a better messenger to the public than an executive.

DON'T

Pre-write a script: Give yourself the freedom to let the interviews and video tell the story. A prewritten script can limit your creativity.

Use too many effects: Fancy transitions or wipes can lower the quality of a video.

Shop around the script: Show managers a rough edit of the video rather than a text script which can get lost in translation.

Do a video just because you can: Use a video when it's the best way to tell the story, not because you have the capability.

Waste time taping meetings or trainings: No one wants to watch "guys in ties" talk to a room. Make sure your video has a compelling visual element.

Awesome Online Tutorials

Nyvs online video & film school - FREE! Good foundational tutorials including how to shoot video, basic lighting, basic sound and editing. www.youtube.com/user/nyvs

thenewboston.org – FREE! Series of 12 great tutorials and podcasts for using Adobe Premiere Pro. www.youtube.com/user/thenewboston (Also has app development tutorials!)

