Tips for a Successful Video
Where Do Good Ideas Come From?
3 Basic Stages of Video

- **PRE-PRODUCTION**
  - Script/Storyboards/Budget

- **PRODUCTION**
  - Location/Camera crew/Directing

- **POST-PRODUCTION**
  - Video editing/Audio Voice-over/Graphics/Music
Real World Production

- **Concept & Development**
  - Idea, story, producers, pitch, funding, commission

- **Pre-Production**
  - Screenwriting, storyboards, previz, cast, crew, schedule, locations, costume, props

- **Production**
  - Camera, lighting, sound, direction, talent

- **Post-Production**
  - Rough cut, online edit, ADR, music, audio mix

- **Marketing & Distribution**
  - Prints/copies, consumer/social media, festivals, promotion, press, broadcast, cinema

- **Monitoring & Development**
  - Ratings, reviews, box office return, online web stats and sales
Strategy

plan or method to achieve a goal or sustained organizational activity
1. Know Your Audience...

- analytically brilliant
- loses sleep over inefficiencies
- believes in aliens
- actually prefers typewriters
2. Choose A Video Style...
3. Actually Make It..
4. Get Eyes On It...
Concept & Development

• It's all about the message!
  • What's the takeaway…?
  • What do you want people to remember…?
The Elevator Pitch

I work in natural healing...

natural what?

Err...holistic...acupuncture and massage...stuff...

Okay...this is my floor, gotta run!

The fumbled response
“Interesting project.... What is the name of your company again?”
Know Your Audience

• Write a Creative Brief
  – **Purpose:** What is my main core objective? Pick just one primary goal!
  – **Single Thought:** What is my main core message? Identify the key takeaway idea or action.
  – **Who:** Who is my primary target audience? Age? Sex? Interests? Income?
  – **Reach:** Where might I reach this audience? YouTube? TV Ads? Facebook? Video? Video Podcasts?
  – **Call to Action:** What is the single action you’ll compel the viewer to make?
Choose a Style that Best Fits the Idea

“A medium affects the society in which it plays a role not by the content delivered over the medium but by the characteristics of the medium itself.”

Marshall McLuhan
Promotional Video Style Elements

• **Tone:**
  – Lighthearted or Serious?

• **People & Speech:**
  – ‘Talking Head’ Interview style or Professional Actor?

• **Production Quality:**
  – Highly Polished Studio or Shot On-Location?

• **Scripted or Unscripted:**
  – Candid Q&A or Scripted and rehearsed questions?

• **Video Quality:**
  – Called production quality—do you want the video to look like simple online video, or big-budget?
Popular Promotional Video Genres:
The genre of the video sets the tone and subliminal message about your idea, offering and brand.

- **Narrated Video:**
  - A female or male narrator’s voice talks over the video, informing and educating.

- **Testimonial Videos:**
  - Interviews with people about their needs and how their expectations were met.

- **Company Spokesperson:**
  - Have your spokesperson do a ‘talking head’ video where they speak to the camera about the product/service.

- **Professional Actors:**
  - Actors ‘play out’ scenarios, or talk to the camera about the benefits.

- **Explainer Videos:**
  - Combination of narration along with very simple animations to explain a message.
Style + Image = Representation

• The choices you make will say a lot about the video’s message and brand.

• Choosing the right mix of elements is important for your video so that the viewer doesn’t get mixed messages!

• Genre & style will also affect budget – the least expensive video uses no graphics… just candid interviews.
Visual & Imagery Questions:

• Graphics:
  – Will it be heavy on graphics and animation, and if so how will this affect your budget?

• Music:
  – Royalty Free Background Music, or no music at all?

• Imagery:
  – Animated custom graphics, or simple photo graphics?
  – Several websites offer basic templates for building animations and info-graphic presentations cheaply. (Resources page later)
What best fits the projects personality!
What best tells your story!
Pre-Production
Write the Script

• How many times have you pitched and/or explained your project to others?

• Start with that basic pitch idea and write the script.
  – Read it out loud to yourself.
  – Read it out loud to others.
  – Fine tune it further.
  – Then fine tune even further.
Script

• Keep it Succinct
  – Give them a tasty appetizer not a website worth of information. 1 – 2 minutes, 3 minutes max

• Make Someone’s Life Better
  – Your product/idea exists because your making someone’s life better.
  – Just like in movies, novels, video games the role of the antagonist is critical to your story

• What’s In It For Me factor
  – Tell people what you can do for them not just what you can do… articulate the end benefits!

• Humor Your Audience
  – Humor makes ideas more approachable and friendly.
  – However, it needs to be well-suited to your target audience… if they don’t get the joke then the jokes on you!

• The Power of Emotions
  – A key driver behind decision making. Humor isn’t your only creative resource.
  – Appealing to your audience’s heart through memories, nostalgia, dreams and aspirations. That “warm and fuzzy” feeling can make people more receptive to what you’re communicating.
Keep it Succinct
Make Someone’s Life Better
What’s the Problem?
I Can Fix It!
What’s In It For Me factor
Humor Your Audience
...more humor
Tap Into Emotions
Voted Worst Commercials
Hardee’s Burgers
Luv’s Diaper

HEAVY DOOTY CHAMPIONSHIP

SAY NO TO BLOWOUTS!
Assign Roles

- Visionary: *The Story Teller*
- Producer: *The Organizer*
- Technician: *The Know-How*
- Audio: *Well Recorded & Mixed Sound*
- Visuals: *Camera, Graphics & Editing*
Tips From the Creative Side...
When to hire a pro vs. when to DIY
DIY
“DIY” Tips and Rules

• Composition
• Camera Work
• Lighting
• Sound
• Editing
• Graphics
• Music
Production
Visual Composition & Design

• Google the rule of thirds:
  – Rule of thirds is a guideline which applies to the process of composing visual images.
  – The guideline proposes that 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.

• Divide the screen into thirds.
  • Frame shots so subjects fall at the intersection of these imaginary lines.
  • Remember: DO NOT frame subject dead center.
Rule Of Thirds
DO NOT PUT YOUR SUBJECT HERE!
Good or Bad Composition?
Get Physically Close to Subject

• Use ZOOM as little as possible:
  – Shoot wide and physically move into subject.
  – This will eliminate camera shake.

• Get physically close to on-camera talent as well:
  – Do not shoot on-camera talent in wide shot.
  – Always frame for a head and shoulders shot.
Shooting Interviews

• *Unless you're going for a dramatic effect, have the camera lens at same height as subjects eyes.*

• *If using on-cam talent either have them facing the camera directly or looking slightly off lens center.*

• *Use a tripod.*
  – *Unless you want the 'shaky cam' look, the shot needs to be locked down*
Shoot More then One Shot

• Film scenes using more then just one shot:
  – *Use multiple shots giving different perspectives to what's being viewed.*
  – *Use different angles and different shot sizes.*
Shoot Lots of B-Roll

• Spend as little OC time as possible with talent.
  – Have them introduce the project with a short declarative statement of project.
  – As they continue to explain the project move to B-roll footage.
  – Visually show what is being described.
Lighting

- You need light to make a decent picture.
- If you do shoot a talking head:
  - Go where there is plenty of natural light.
    - End of hallways are great places to shoot.
    - Use a white bounce card for shadow side.
- Make sure the camera is White Balanced to the type of light your shooting under:
  - Is it daylight or tungsten?
• Make sure the piece has a title followed by the introduction:
  – *The title sequence and introduction can be brief but it should be visually interesting.*
  – *Use DYNAMIC graphics or effects for impact.*
Sound

• How can you improve the sound from the built-in mic?
  – Place camera as close to sound source as practical.
  – Face camera away from loud background noise.
  – Always use headphones to check sound quality.
Music

• Music can really help with:
  – Sustaining interest.
  – Conveying excitement/energy/emotion.
  – Choose music that best fits your visual concept.
Music

• Be careful that music does not interfere with voice over (VO).
  – *Music works really well for openings and closes.*
  – *Don't use music the whole 2 minutes.*
  – *Bring it in and out only when it helps tell or underline the message.*
Editing

• iMovie
• Premier
• Final Cut
• Free edit software
  – Windows Movie Maker 2012
  – MPEG Streamclip 1.2.1b6
  – Kate's Video Toolkit
  – Lightworks (windows)
  – Avidemux (Windows/Mac/Linux)
  – VSDC Free Video Editor
Case Study:
Search man SEO playon Superman theme

• How to make good-enough demo/explainer videos for your App for $5

• We just made our explainer video for SearchMan (AppStore SEO for developers) & got several inquires from customers asking us how we did it. So we decided to share...
Don’t hire Spielberg. 
Spend $ wisely. 10 step how-to:

1. Write a script in Google Drive (160 words=1 minute)
2. Hire voice-over artist on Fivver ($5) to read script
3. Import voice-over MP3 file into PowToon
4. Create & synch ppt slides in PowToon
5. Export the combined voice+visual MP4 to iMovie
6. Add sound effects, normalize audio, etc in iMovie
7. Post to YouTube
8. Add Titles/Tags inspired by Google Keyword Tool
9. Embed & Share link with your community
10. Rinse repeat. Time cost = 3-4 hours
“Sorry for the plug but I just launched my company and we had our video made months in advance of launch and it helped us sell an idea way before we had a MVP/Beta to show. Very effective.”

Trace Cohen, President/Co-founder of Launch.it
Websites that offer video-presentation templates at very low-costs. Just add your own texts/images/voices.

- http://videohive.net
- http://www.motiongraphicsbank.com/
- www.fluxvfx.com/
- http://www.professional-video-templates.com
“7’s Wild Ride”  ETC student video
Simple idea... move an object through time and space.
Box Crunchies
For Inspiration & Ideas


http://www.amazon.com/Shut-Shoot-Freelance-Video-Guide/dp/0240814878/ref=pd_sim_b_31

http://www.amazon.com/Video-Nation-planning-shooting-sharing/dp/0321832876/ref=pd_sim_b_40