VIDEO SKILLS

Planning

Gear

What is that you are communicating?

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Do you need to write a full treatment?

YES / NO

What is the best style of video for to communicate this?

 Some of the option might be?

- Documentary – Instructional
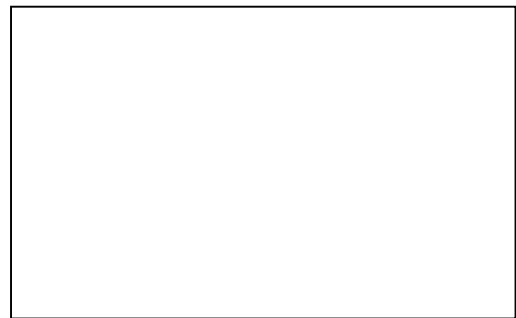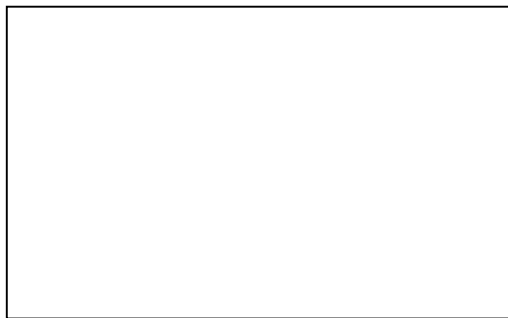- Interviews
- Scripted Enactment
- .Voice Over

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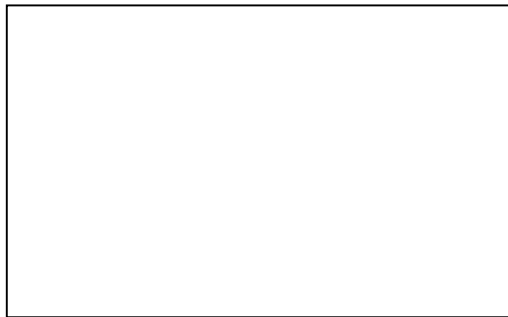**How is the end user going to watch the video? eg how is going to be delivered**

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Do I need to develop a

- ☐ Questions
- ☐ Script
- ☐ Storyboard

Storyboard

plan your shoots, draw your story
wide, medium, or close
zoom or pans that are needed

Gear

Production

Do you need talent release forms?

YES / NO

Where it going to be shoot? outside/inside

What problems do you think you will have with the location in terms of light and sound?

What resources do you need

- ☐ STORAGE CARDS
- ☐ CAMERA
- ☐ TRIPOD
- ☐ BATTERIES
- ☐ MICROPHONE
- ☐ HEADPHONES
- ☐ SOMEONE TO HELP YOU

Editing

Will you have so much raw material that a shot list would be useful?

YES / NO

What computer will editing it on? does it have enough harddisk space?

What software will you be using?

Delivery

What software will you use to encode the video?

People

Who do you need talk to about the video?

What do the people that are going to be involved need to know?

Production

The better the material you shoot the better the final result will be

The keys to this are **tripod**, **microphone**, **headphones** and **check** the footage as part of the production and planning to re-shoot it.

Will auto focus be OK?

YES / NO

Will auto exposure be OK?

YES / NO

Audio

Do you have access to microphones?

YES / NO

What sort of microphone will you use
- ☐ BUILD IN
- ☐ STEREO
- ☐ TIE CLIP

Lighting

Can you use three point lighting?

YES / NO

Will you have too much light eg – outside or light from one source ?

YES / NO

Do you need to organise a reflector?

YES / NO

Framing

- Attempt to use the rule of the Golden Mean
- Does it need some variety? close ups, cut always, wide shoots

KEEP IT SIMPLE

Post Production

The process is

1. Review the footage
2. Transfer video to the computer
3. Crop video to required segments
4. Add audio tracks
5. Add transitions
6. Compress/Export

POINT TO REMEMBER.

Most video editing software works with projects files, which point to actual pieces of video footage. If you move the files you can break the project.

1. Review raw footage
This does not need to be done on a computer
Do as soon as the production stage has been done
Look for the natural cuts

2. Transfer video to the computer

3. Crop video to required segments
Look for those natural edit points,
 e.g. not middle of someone talking
Don't try to have jumps cuts
Short and sweet
Sequence shots
Drag the elements to the timeline

4, Add audio track(s)

This might be voice overs or music
Make sure you have copyright clearance for any music you use

5. Add transitions (audio and video)
First question is does this need any transitions?
In the language of video 'a fade to from black is sign of the pass of time or moving between places'
Fades to and from black work well for the being and need.
Cross fading audio between edits as one way of overcoming jump cuts.

6. Prepare for Distribution/Export

Delivery

Sometime you need include the player software or links to the software.

They need to be compressed and how you compress them depends on how they will be viewed.

Common sizes

Standard Video PAL (SD) 720 × 576 (PAL)at 24 frame a second

HD 960 × 720 – this large but is often a good format for uploading to YouTube

Common delivery file formats
MEPG 4 sometimes unkown just as .mp4

1080i 1440 X 1080
1920 x 1080 at 60 frames a second

.flv and .f4v– Flash Video Format

URL's

Make Internet TV

http://makeinternettv.org/

BBC – Free Online Courses

http://www.bbctraining.com/onlineCourses.asp