

Effective Video Production Reminders

- All video producers must do a storyboard before filming can begin. (Stick figures are just fine - as long as one can tell what is happening.)
- The screen must change shots (i.e. what is displayed) at least every 7 seconds (this is different if it is a moving shot). This means it might switch from whole group to one face, etc.
 - -Movement goes left to right
 - -Shoot from below to show power or positivity
 - -Shoot from above to show negatively
 - -Really close shots are good for discord
- There should be some music to help the audience know what emotion/mood to have for a reaction to the video.
- If the video is a song or lyric dependent, text overlay is important (and also for 508 compliance).
- The video should be no longer than 2 minutes (ideally 60-90 seconds) -- forces effective filming and thought.
- Learners should use props and/or green screens where appropriate (make sure background matches era/setting/etc.). There is a mobile green screen available for checkout in the library.
- Learners should ensure effective lighting in all scenes - especially if filming indoors.
- There are all kinds of types of microphones for checkout in the library. Bad audio is the fastest way to ruin your video! Audiences will watch a fuzzy security footage, but not one with terrible audio!