

Helpful Tips on Producing a Video



➤ **Identify your message**

What is the main message that you want to present to others?

What do you think are the most important items?

➤ **Things to consider while building your video**

Who is your audience?

Is there a set time limit?

What will be your video's style? For example, would your video be set up like TV news, music video, a game show, or a documentary?

If working in a group, who will have what roles or responsibilities. Examples of roles would be Scriptwriters, editors, director, actors, costume designers, prop managers, sound and lighting technicians, or camera operator.

➤ **How will you make your video interesting to your audience?**

Make sure video is relevant to your audience.

Challenge your audience by giving them an interesting fact to think about, or begin your video with a question or a problem.

Include interests of your viewers, such as sports, celebrities, or current events.

Use props, costumes, or special effects.

➤ **Outline your video**

On a sheet of paper, sketch out the main scenes from your video. Make sure to leave room under the drawings for writing down your dialog.

➤ **Draft the Script**

Decide how many actors you will need, and who has what roles. A person can be more than one role.

Write out what each person should say.

You can write this out in full detail or you can write down the general ideas.

Using a detailed script will help you communicate all of your main ideas, but using a general idea script can be more enjoyable to watch.

➤ **Rehearse**

Rehearsal not only helps your actors become more comfortable roles, but it also helps you identify potential problems.

Props and costumes can be added once the actors have recited their lines well.

➤ **Videotaping**

Taping is simple for a one-stage video. Set up the camera on a tripod so that your whole stage is visible.

Make sure to practice using the camera before filming.

Some cameras have an interval between when the start button is pushed and when the camera starts recording. You can do some practice shots to figure out this interval.

The camera operator should use a silent motion to let your actors know when to begin.

If you are using lighting, always check it before filming.

Make sure background noises are not noticeable in your video.

If the camera operator has a steady hand, they can move the camera around during the presentation in order to change the point of view, camera angle, focus, etc.

Video editing software can be found on many home computers.

If anyone in your group is familiar with video editing software, or has it on their home computer, you can ask them to take on the editing.

You can also check to see if your school has video editing software and technical support to help you with the editing process.

➤ **Overview of One-Camera Editing**

Using one-camera editing allows you to include a variety of scenes and production techniques, like special effects, in your video.

Before filming, you can watch tapes to get ideas of what you would like to include in your video.

Drafting the script for your video:

Divide your video into separate scenes, with each scene representing a section of time when the camera is running.

Scenes must be shot in order because you are using one camera.

Make sure to rehearse each scene before filming.

Reshoot any takes that you are not happy with immediately.

Reshooting immediately is recommended because if you have just finished scene ten and you were not happy with scene three, you'll then have to reshoot scenes three to ten.

If it is difficult to cue up the scenes correctly, you can try adding filler to cover gaps. Music can be used, but be careful not to run over into the next scene.