Audience Is Key

- Who do you want to watch your video?
- Where are you posting your video?
  - Youtube/Social/Website
- How long do they stay on videos there?
- What is the point?
  - To educate or to sell
Style of Video

Interviews
- Doc style
- Marketing
- Mic and Tripod

Show and Tell
- Teaching
- Mic - unless you will explain in post

Text/Narration
- Can work with all goals
- Less equipment
Equipment

- Phone can work
- Tripod
- Mic
- Camera if you have the budget and skills/time
- Lights/Reflector
Interview

- Use a tripod and Mic
- Framing - Rule of thirds
- No looking at lens
- Keep quiet!
- Full sentences
- Brief descriptions
- Matching the B-roll
- Remember - Visual story
B-roll

- Everything that is not an interview
- The visuals to your interview / text / narration
- No vertical unless for social stories
- Still shots! 1-2 pans
- Wide, medium, tight, tight tight!
- Get closer
- Get sound
B-roll - Shot sizes/types

- Wide Shot
- Medium Shot
- Close Up
- Cutaway
B-roll - Step by step

Shoot like you see
1. Set up composition
2. Use tripod or body
3. Hit record
4. Don’t move and count to 10!
5. Hit stop
6. Get closer for the medium shot
7. Get even closer for the close ups
8. Move to something else and rinse and repeat
TIPS

● Keep still
● Get more than you think you need
  ○ Both in shot length and amount of shots
● Get closer
● Shoot and move
● Always be thinking of how you are going to edit it
● Make sure it is in focus
● Think about your lighting
● Learn your equipment
● Keep quiet!