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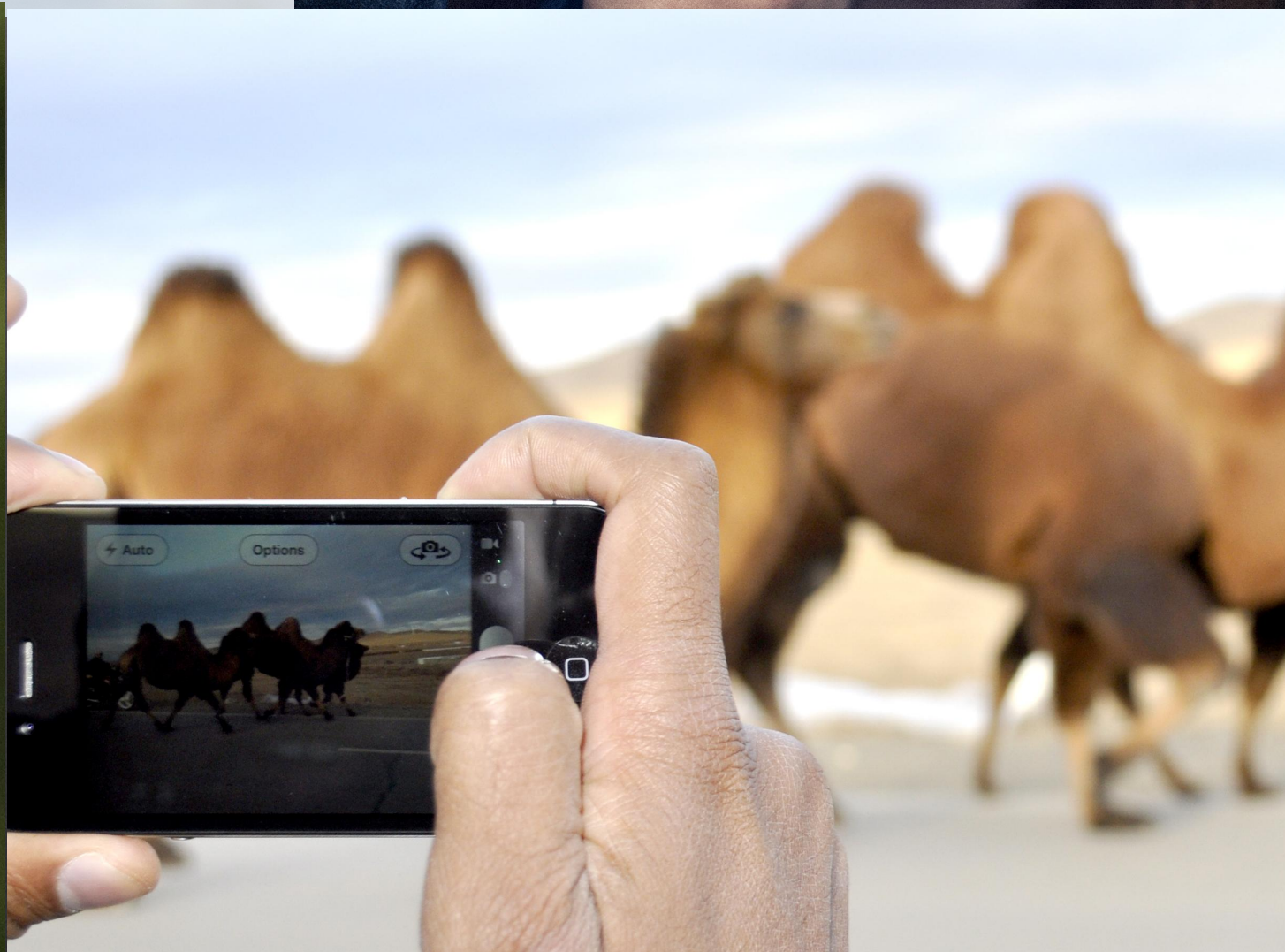
This presentation can be found at
monroe.edu/imedia
on the video production page

The Basics of Video Production in the Classroom

A guide to good looking video

Access to the tools

Two different examples

What's wrong?

Issues

- Audio

- Vending machine in bckg

- Recording towards direct window

- Shaky

- No variety of angles

- No detail in what we are looking at

A better option

The Agenda for Today

- Share tips

- Hands on with mobile devices

Pre-Production

Options

- Script

- Storyboard

- Shotlist

Ext. Daytime. Eastman House. A black town car pulls up at the front entrance of the house. We see Michael Douglas step out of the car and wave at some eager fans.

Michael
Good afternoon ladies and gentleman!

A fan quickly runs up to him and asks for an autograph.

Michael
Who should I make this out to?

Michael gets back in the car and drives off.

INT. Evening. Hallway of the Eastman House.

A crowd is enjoying a cocktail party. Music is soft enough but noticeable.

Script

Storyboard

WS-car pulling into parking lot

CU-car window

MS-actor getting out of car

ECU-Autograph being signed

WS-Actor signing autograph

CU-Actors name on paper

Shotlist

Which option works best for you?

WS

MS

CU

ECU

Equipment Options

- Video camera

- Microphone

- iPad, iPhone

- Android

- Tablets

- GoPro

- Tripod

- Compatible formats

White Balance

- White balance is the process of calibrating your camera to show colors accurately under varying light conditions. Think of it as making sure the color white is always white so that your image doesn't have blue or red tints.

- How do you white balance the camera?

2 800 K

4 500 K

10 000 K

auto

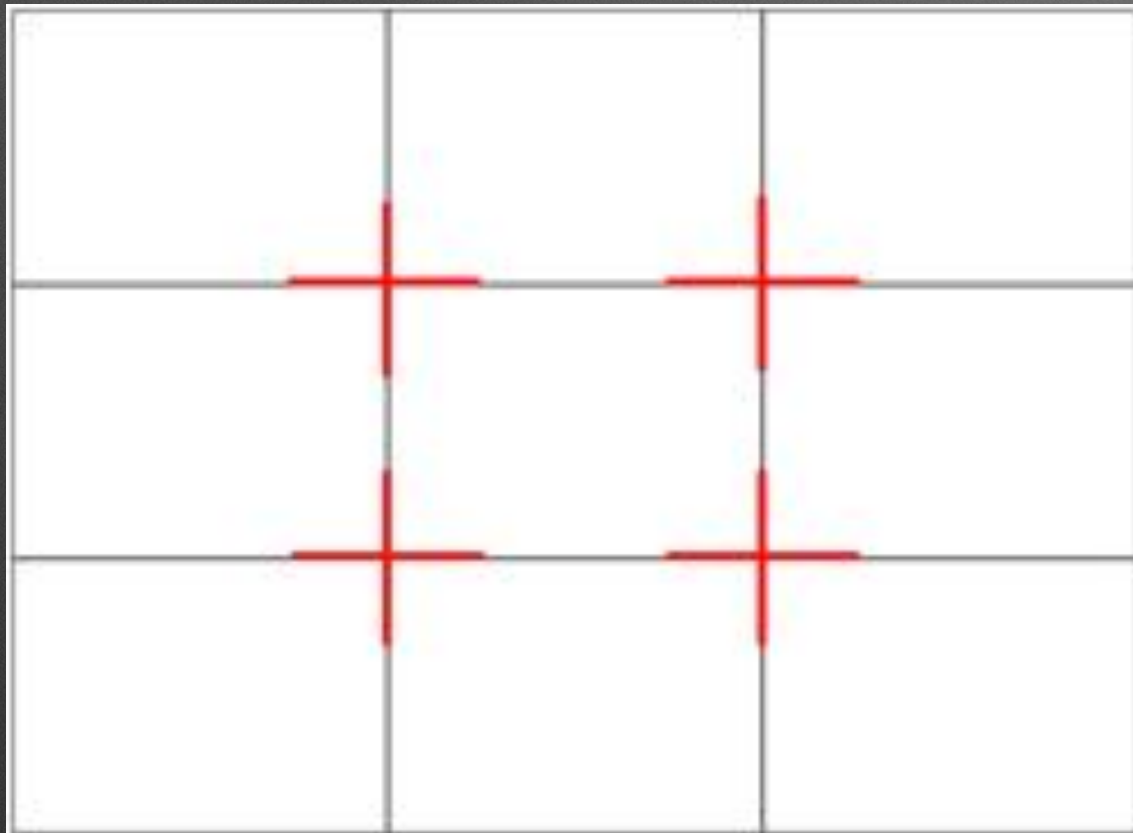Light is measured in K=degrees kelvin

Tripod

Coverage & B-Roll

News anchor

Pre-Roll & Post Roll

Rule of Thirds Composition

5 Reasons to Stop Zooming

- Zooms are yesterday's news (they've stopped using this method years ago.

- Zooms don't exist in the real world (unnatural)

- Zooms draw undue attention (take away from the story or content)

- Zooms can be tricky or sticky (difficult to make subtle and smooth)

- Zooms are always in home videos (overused and habitual)

When you commit to shooting your videos without zooming, you will become a far more active shooter, positioning and repositioning your camera for each shot, and you'll find that your footage immediately looks much more interesting.

Use of Natural Light

Your turn to play

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