

# PRODUCING COMPELLING VIDEO

## WHILE PRACTICING SOCIAL DISTANCING

### PLAN



- ▶ Purpose of video - What message do you want to communicate?
- ▶ Storyboard - Plan out shots/ script/b-roll needed
- ▶ Remember - content is most important thing, simple can still be effective .

### AUDIO



- ▶ Choose quiet room and close the door
- ▶ Eliminate background noise (turn off tv, fan, close windows)
- ▶ Mic can be used but is not absolutely necessary
- ▶ royalty free music

### VIDEO



- ▶ Use natural window light
- ▶ Prop device up on sturdy flat surface, just above eye level, slightly pointed down
- ▶ Make sure background is professional looking, remove anything distracting
- ▶ Use b-roll - Stock is an option, but can be pricey

*Tell a story that engages the customer - be informative but also entertaining and don't be afraid to show your personality!*

## TOOLS & TECH

Voiceover Mic

Samson Meteor Mic USB Studio Microphone

Lavalier Mic

Rode smartLav+ Lavalier

Royalty-Free Music  
& Sound Effects

Youtube Audio Library  
Premium Beat  
Artist

Lighting

Ring Light w/ Phone Tripod  
LimoStudio Lighting Kit

Editing

Mac: iMovie  
PC: Windows Movie Maker  
Either: Lightworks

Subtitles

Tuts Plus Tutorial

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