



Video Procedures

Basic Concepts



ExplorNet CareerTech

from The Centers for Quality Teaching and Learning





Video Procedures

Procedures for Creating Video:

- ✓ Planning
- ✓ Technical Preparation
- ✓ Creating
- ✓ Distributing





Video Procedures

Planning:

- ✓ Define target audience
- ✓ Brainstorm – write down ideas
- ✓ Coordinate location needs
- ✓ Coordinate equipment needs





Video Procedures

Technical Preparation:

✓ Scriptwriting

- Reason for the script?
 - Commercial, entertainment, information, news, PSA
- Write the script

✓ Storyboard

- Plan out and number each scene visually
- Include dialog and camera direction





Video Procedures

Technical Preparation

✓ Equipment Selection

- Location – Where will the video be shot? – (indoors/outdoors, studio?)
- Computer/software
- Video cameras
- Recording/storage device or media
- Types of lighting
 - Single flood light
 - Two point light plan
 - Three point light plan





Video Procedures

Technical Preparation

✓ Equipment Selection (continued)

○ Type of microphones

- Is it loud and crowded?
Use cardioids.
- Is the audio source far away?
Use shotgun/hypercardioid.
- Are there any audio sources to capture simultaneously?
Use omnidirectional.
- Do the microphones need to be unseen?
Use lavalier.





Video Procedures

Technical Preparation

✓ Additional Equipment Considerations

- Tripod needed?
- Dolly needed? – Will the camera need to roll along the floor?
- Batteries needed? – types and how many?
- Power cable/charger for cameras? – is the shoot very long?
- A/V cables? – BNC, RCA, XLR, Mini?
- Extension cords?

✓ Talent release forms





Video Procedures

Creating:

✓ Record video

- Use a tripod as often as possible
- Make sure there is adequate light – adjust iris, add gain as needed
- White balance camera
- Focus by zooming all the way into your subject, focus, then zoom back out
- Use proper composition techniques (rule of thirds...)
- Check audio levels – adjust as necessary
- Begin recording and cue the talent





Video Procedures

Creating:

✓ Edit audio

- Import video into software program
- Import any additional files as needed
- Cut, splice, trim, edit and assemble as necessary
- Add effects (only if they do not detract from the message)
- Add background music
- Adjust each track's level as needed
- Save





Video Procedures

Distribution:

- ✓ **Export** – determine file format needed
- ✓ **Determine electronic distribution media**
 - Video
 - DVD
 - Internet download/streaming

