TIPS FOR VIDEO PRODUCTION

A short guide to good video production practices

Media Production (Digital Learning), Updated May 2019

PREPARE, PREPARE, PREPARE
Then plan some more!

- Prepare

- Plan

- Prep

- Organise

- …

Spending a little time thinking and organizing what you want to say makes it easier (and quicker) to film and also makes for a more streamlined edit.

PREPARE YOUR LOCATION
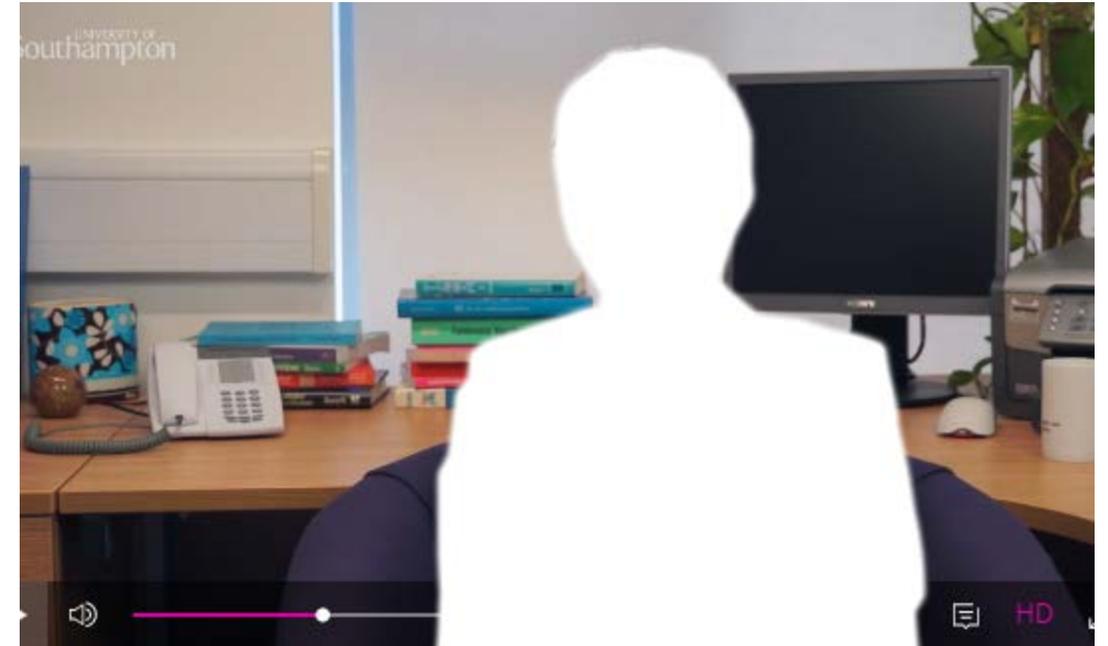
The focus of the video should be the message/content. Be aware of where you are going to film and try to minimize anything that may distract from the core content of the production.

Know your light source

Filming against a bright background (window, the sun) can cause silhouetting on the subject or an overexposed background.

Know your light source

By keeping the brighter light source behind the camera (and on the face of the subject) you will get better exposed shots.

Know your light source
Additional tips

Without access to professional lights, getting good light on your subject can be tricky. Here are some tips to make the most out of what you might have available:

- **Try to avoid direct sunlight.** Bright sun can cause harsh shadows on the subject and be uncomfortable to film in. If possible try to film on a cloudy day as it softens the light and also shoot earlier or later in the day. Avoiding the mid-day sun will improve the look of your videos a great deal.

- **Avoid adding lights.** If you have to film in a room without windows try to avoid adding additional light sources (such as lamps). Using lights can be time consuming and difficult to get right. Shots that look obviously 'lit' can be distracting.

Getting the best audio

Sound is half your video and it is just as important (if not more so) to consider the audio aspect of your production.

The main tip is to try and get the microphone as close to the subject as possible. Ideally this would be an external mic, such as a lavalier mic that you can clip to a subject. We loan out wireless ones, but you can also purchase cheap, wired ones that plug directly into a phone/tablet.

The wireless ones we have are Tascam DR-10 , there are alternatives that can be purchased such as the Rode Wireless Go or wired solutions such as this example

RULE OF THIRDS
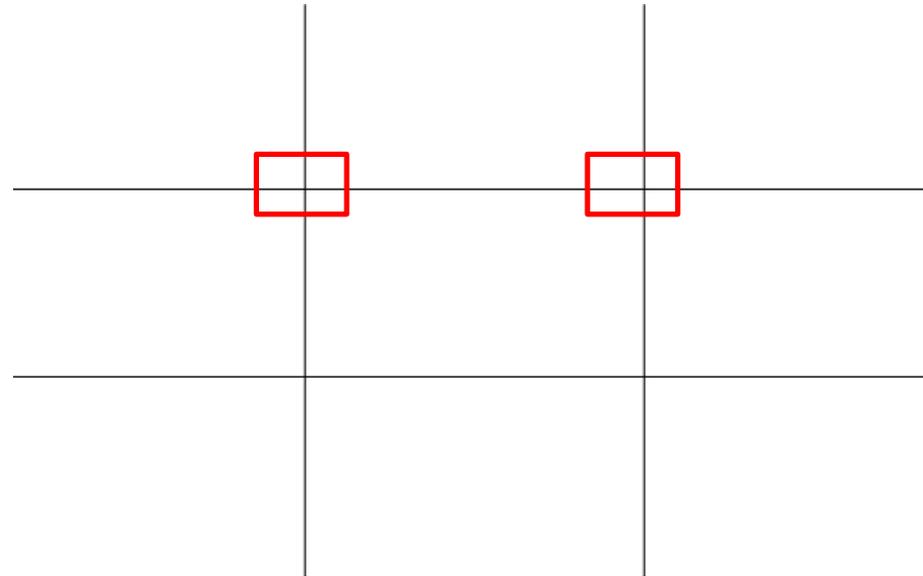
A simple way to get good, consistent framing is to imagine a 3 x 3 grid on your frame. Try to position your subject along the lines of this grid (and try to place their eyes on the upper left or upper right intersection). If filming a landscape, try to get the horizon on one of the horizontal lines.

CAMERA ANGLES

For portrait shots and interviews try and keep the camera at the same level as the eyes of the subject. Looking up or down at a subject can elicit unwanted psychological responses from the viewer.

BEST SOFTWARE

The best apps (as of May 2019) for editing your video

Android: FilmoraGo . Powerful, but quite simple editing software for Android. Some in-app purchases, but most of the main editing features are free.

iOS: iMovie. A tried and tested app. You can shoot, edit and upload all from the same app. Lots of features, easy to use and free.

MacOS: iMovie (again). Free software, simple to use, lots of powerful features and many years of community support behind it.

Windows 7/8: Windows is awash with not brilliant free editing apps. Windows Movie Maker was once the standard, but it has been phased out and replaced with 'Windows Photo' (Windows 10 only). Windows Photo is similar to Movie Maker, in that it is quite logical and easy to use, but lacks power features. A more advanced alternative is an open source editor called 'Shotcut'. It is free, very powerful, but has a bit of a learning curve.

YOUR QUESTIONS

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