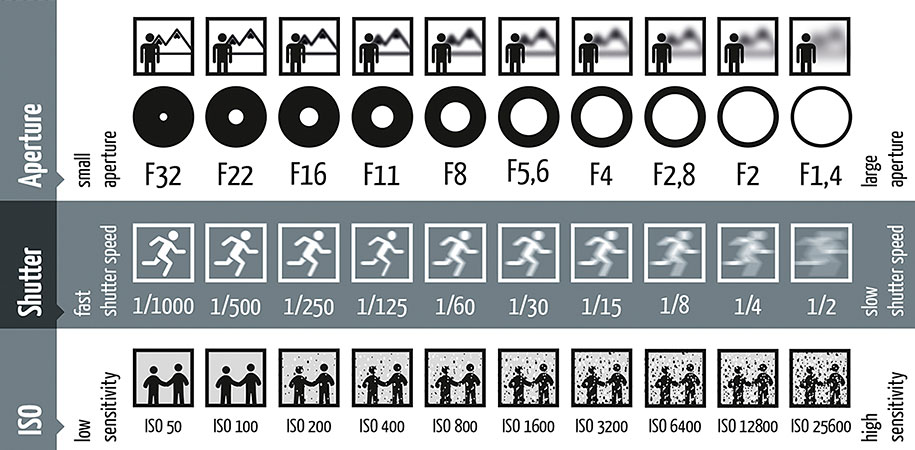
Video Creation Techniques

Pre-planning – Get as much information from client as possible.

* Helps you work efficiently. Goal is to make as few adjustments as possible before the final product.
* Ask questions like:
  + How long do you want the video/s to be?
  + What is purpose or end goal for the video/s?
  + What graphic elements do I need?
    - Logos
    - Color scheme
    - Style guide
  + What tone do you want the video/s?
  + Music, do you have an example of something you like?
  + Do you have example of another video/s that you like?

Shooting

* Location
  + Studio
  + In Field
* Lighting
  + Tube Lights (need to get examples)
    - Mobile
    - Colors
  + LED Lights
  + Reflectors
  + Fog machine
* Audio
  + Most important part of interviews/scripted content
  + Have headphones!!!
* Camera Settings
  + In Focus
  + Shutter/Aperture/ISO
* B-Roll
  + Get tons of B-roll, more than you think
  + Closeup, wide shots, mid shots, facility, aerial, action
  + Capture footage after interviews based on content discussed in the interview
    - If person discusses cars, and tires on cars… get footage of cars and closeups of tires on cars.
* Graphics/Motion Graphics
  + Lower 3rds
  + Copywriting
  + Style
  + Stock Footage
    - Motion Array
    - Storyblocks
  + Essential Graphics
* Music/Sound FX
  + Licensing
    - Motion Array
    - Storyblocks
* Editing
  + Organize your footage and project
    - Folders with Dates
      * name your footage
  + Use Bins to organize your project
    - Footage
    - Graphics
      * Logos
      * Essential GFX
    - Music/SoundFX
    - Sequences
      * Finals