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