

Video – 101

From Petr Kosina and Steve Elliott

Table of Contents

Best Practices	1
1 Idea development	2
2 Video Length- Rule of thumb	2
3 Type of Video	2
4 Preparation - depends on type	2
5 Shooting Video (collecting images, draw schemes, etc.)	4
6 After shooting session - Intro First, Then into Editing	5

Resource: [6 Tips to Create Engaging Training Videos](#)

Best Practices

Include humor

- It's great to crack a joke every once in a while or keep things light. Your audience will respond to this and it helps retain their interest.

Be consistent

- Variety is good, but too much may feel chaotic. Use max 3 types of visuals in your short video (e.g. video, photo, and text slide)
- Create consistent theme in your video - use only 1 main color and 1 or maximum 2 fonts per video—1 main one, and 1 for accenting concepts.

Start simple

- Start simple, adding to your bag of tricks as you develop your recording and editing skills.

Copyrights

- Be very careful not to violate copyright laws by using others' work without their permission



1 Idea development

Define your goal(s), key message(s), and audience

Define & refine your ideas: Why do you want to make this video? Why not a flyer, brochure, blog post, infographics or other form?

- Reason for making video is to show, illustrate, demonstrate; not just tell
- Takeaway - skill, concept, principle you want to teach/present
- Engaging – Focus on viewer

2 Video Length- Rule of thumb

Make your video 30 secs to 4 minutes long. There are different 'ideal' video length on different platforms (Instagram 30 sec, Twitter 45 sec, Facebook 1 min, YouTube 2 min) -

Optimize for the View: The Ideal Length for Your Next Video

30 sec *Instagram*

Why 30 seconds?
HubSpot discovered that Instagram videos that received the most comments averaged **26 seconds**. Our brains process visuals 60,000 times faster than text, so we scroll faster on it than any other app. **Keep your videos brief**, so they fit user expectations.

hubspot.com

3 Type of Video

- **Selfie style** – You're the expert and on camera alone
- **News style** – You interview the expert and don't appear on camera
- **Interview style** – You interview the expert and both appear on camera
- **Demo/instruction style** – focus is on the process, no person appear on camera, or only for a short time

4 Preparation - depends on type

Selfie style – Need outline and some level of scripting

News – Need to know the ground you need the expert to cover (and the right expert!)

Interview – Need a combination of both and the expert prepped with the questions and script

Demo/instruction style – Need a script and storyboard (structure of the video)



Summary Storyboard Outlines

Selfie News Interview	Instructional/demo
1. The problem;	1. What's it about (title, brief introduction and why important)
2. The intervention;	2. The story (the key select elements)
3. The results;	3. Summary wrap-up and "for more"
4. The future	



4.1 Selfie-Style Script

- Know the steps you need to cover and the order they need to be presented
- Outline it
- If you write it out, don't use the dreaded "writing voice." Video works because it's conversational. The more formal or stiff your script, the less interesting the video.
- Time it and faint at how much too long the first draft is
- Edit it down – not just words, but ideas. Are you trying to do too much in one video? Or include too much background, or too much 'why' to do something?
- Final edits for flow – words that are hard to say together, etc.

4.2 News Style

- A lot of the "scripting" happens in the edit, especially if you're interviewing multiple people. One may say it better than the others, so you're going to pick and choose the best and put together in the edit.
- Coach subjects to rephrase the question in their answers. "Where are we and what are we seeing?" Answer: "Today we're at the Kearney Ag Experiment Station where there's a new carrot variety trial going on..."

4.3 Interview

- In the interview, you're going to be on camera so need to prep the questions and your subject
- Practice a time or two – what their answer will be, where that answer will end and if you or they are demonstrating something.
- Once you're comfortable, shoot. Don't over-rehearse.

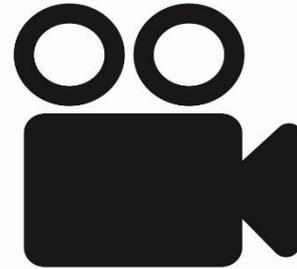
4.4 Demo/instruction Style - Develop Storyboard (Structure)

- What are the steps of the process you will demonstrate/explain?
- Decide how to best visualize and describe each step:
 - What will be camera focusing on?
 - What additional visual content (photos, slides, screencasts, schemes, animations, other video clips, etc.) will you include?
- Let somebody else read your script and storyboard
- Make a decision whether to record audio and video simultaneously or not.

5 Shooting Video (collecting images, draw schemes, etc.)

5.1 Technical – Video

- Suitable video equipment is much easier to come by than audio. You can use just about any camera, including smartphones or compact camera with video.
- **Shoot in landscape mode**, horizontal only.
- Tripod/stability needed. Can handhold very informal, very short bits only.
- Check tripod for level
- If panning, need a fluid-head tripod
- Don't zoom in shot
- Rule of thirds – subject at the one-third line, not centered.
- If there's two of you, you're both at the one-third mark
- Rest of the frame something pretty and simple. Not too busy to draw the viewer's eye away
- Get closer than you think you should – belly button to crown of head.
- Same kind of lighting concerns as with photography. Are they split by shadow? Squinting? Brightly backlit? Lighting is important - adjust your cellphone's exposure settings if necessary, and pay attention if recording outdoors as the recording can easily be overexposed or underexposed. If parts must be, keep faces properly exposed. (FilmIC Pro app allows for more control over how a scene is lit than the video program native on your phone.)



Oracle blog

5.2 Technical – Sound

- **SOUND IS EVERYTHING** – If the audio is bad, the video is worthless (unless doing voice over).
- Ambient noise – highways, light hums, etc.
- Level of their voice
- Lapel mic is by far the best for interview sound
- Hide the cord
- If not in shot, wear headphones to hear the sound



Magix.com

Separate audio - record and edit (for demo/instructional style)

- Invest into a good mic. Make sure it has directional settings, as you'll want to set it to the single channel.
- Choose your recording location carefully. Echoes and a lot of background noise are not cool, and you can't edit them out.
- Run a few tests to get the audio settings and your voice right.

When You're On Camera

- Use ample body movements and gestures. Remember you are in a video, and you're giving your audience something to watch.
- Pay attention to the way your words are coming out. Articulate carefully. Watch your tone. You want it confident and upbeat, not aggressive, tired, impatient, or dull.
- Be sure to vary the inflection in your voice. Monotone will be the death of you in an online video. Vary your inflection almost even a little more than normal. Think of how good radio people speak.
- Tip: Record the introduction piece at the end.
- Good and free audio editing software - Audacity

6 After shooting session - Intro First, Then into Editing**6.1 Put it all together in video-editing software, publish and share**

- Add your recorded sequences (and other content like title, narration, music, credits, contact info) together
- Use video transitions - fade is a good one to start. Simple transitions are preferable. Use the same transition type throughout your short video.
- But don't over-use transitions! (You've seen those PowerPoints...)
- Include closed captions (easiest in YouTube)
- Share the link to your video in multiple sites (social media, blogs, websites) and even public events
- Show more than a "talking head." After a 10-30 seconds of the person speaking, show stills or video of the topic being discussed



Video-editing.net

6.2 Evaluate, so that you do better next time

Editing input and layout by Steve Elliott and Mark Bell