



Tips for Producing Great Video

Pre-Production

- Decide on the Audience and Purpose for your production.
- Plan your video by writing an outline, storyboard or script.
- Collect/ create all props and materials
- Build sets and/or select locations.

Production (Video)

- Use a tripod for a steady shot and to keep your camera safe.
- When not using tripod stand squarely and use both hands to steady camera.
- Move camera smoothly and with purpose
- Rehearse scenes and camera moves (blocking).
- Capture supporting video (b-roll) to make your edited video more visual. Get cut-aways: Get shots of people's reactions. Grab shots of local architecture, or objects in the room.
- Avoid shooting subject against a strong backlight.
- Learn how to frame shots properly and the purpose of different shots and angles.
- Vary shots but don't overuse zoom.
- Avoid long zooms as it makes shots appear wobbly. Physically get closer to subject if possible
- Lay down pre-roll and post-roll. This will help with post-production editing later
- With tape cameras be sure to correct for roll-back.

Production (Audio)

- If equipment permits, use an external microphone and place close to talent.
- If equipment permits, monitor sound for quality with earphones.
- When using the built-in microphone, move the camera closer to subject and zoom out if necessary.
- Eliminate or reduce distracting background noise.

On-Air Tips for Talent

- Make sure you can read and properly pronounce words (especially people's names).
- Wait for your cue before speaking.
- Smile! (when appropriate)
- When addressing audience, look into camera when speaking as much as possible.
- Hold referred- to objects close to face when possible so it is easy to frame shot "spokesmodel pose."
- Speak clearly, projecting your voice toward the microphone.

Steps in Producing a News Story *(used with permission of Steve Galyon, Henry Co. High School)*

- Research- this tells you whether you actually have a story.
- Focus Statement- Do people in school drink too much soda?
- Brainstorm B-Roll.
- Shoot.

- Log Tapes (this is crucial!).
 - Option- Re-shoot or shoot additional footage.
 - Option- Scrap the story. (If you don't have it by now, there may not be one. This happens!)
- Write the script for audio and video. This is where the focus statement is proven or disproved and where anchor's lead is written.
- Edit.
- Enjoy the fruits of your labor!

Interview Tips

- Write a focus sentence.
- Research the subject.
- Correctly target your audience.
- Prepare a complete list of questions.
- Describe the purpose to the subject before the interview.
- Don't interview the subject without the camera before the actual interview.
- Don't give subject list of questions before the interview rehearsal.
- LISTEN.
- Ask good follow-up questions.
- Be polite and professional.

Interview No-No's

- Yes and no questions
- "I see" and "Uh-huh"
- Two-part questions
- Obvious questions
- Questions in poor taste
- Questions that have already been answered

Roles in Production

- Producer – Oversees project, guides idea, works with director
- Director - Guides actual production (calls the shots!)
- Assistant Producer/Assistant Director- finds resources, gets copyright okays, sets schedules, arrange interviews, locations
- Talent - On-camera host, anchor, or actor delivers lines, acts in character, follows director's cues
- Camera person - Operates camera, tells story visually as guided by director
- Audio Engineer – Properly places microphones, records and manages sound,
- Scriptwriter – writes scripts & storyboards
- Computer Generated Imaging (CGI) Designer- Creates text, still images, and animations for onscreen and web use
- Website Designer- Many programs have websites or are delivered as part of a website