



20-Step Guide To Video Production

This resource provides guidance on how to produce a video. Its intention is to help you as you plan and develop your video entry.

PLEASE NOTE that it is *only a guide* – you are not expected to follow any of the principles within this document, nor are you expected to buy any new equipment. Most importantly, your entry will not be disadvantaged if you are unable to follow the guide’s principles. We want to see your creativity in whichever way you can and choose to show it!



Pre-Production (Preparation)

1. **Research:** Identify the key target audience and main messages to be delivered. From here, research the different elements to your film, including the most appropriate locations, interview subjects, factual information, special permissions, etc.
2. **Narrative:** Think **Context > Main story > Conclusion** and make sure you create a storyboard of the story you want to tell. Have a think about the component parts to your story and what specialist images you might need (product shots, processes, places, etc) and think about the different ways you can tell the story to make it interesting (is there archive videos material, photos or related promotional media that you can use in the edit?) Use images in your storyboard where possible to start you thinking about how you will film it.

Download the storyboard template on www.everyfootstepcounts.com!

3. Resources

- Ensure you have the correct hardware, software and people to deliver your project. Use the highest quality you can.
- If you are hoping to capture some unusual camera angles explore some specialist equipment such as head-cams, etc.
- Test all your equipment and that you have enough media storage.
- Do a budget.

Check out the *Multimedia Storytelling Guide* for a list of suggested hardware and software!



Production (The Shoot)

4. **Storyboard and Shot list:** Make sure you have created a storyboard complete with durations of each scene. As you film each scene, tick it off on your storyboard so you know you have done it.





5. **Location(s):** Check that the main filming location is available (and you have permission), safe, and secure and that it is appropriate to the story.
6. **Sequences:** A good tip for storytelling is to think about sequences. If you are filming someone on their way to work there are lots of sequences you can include: leaving their house, their car journey, arrival at the office, journey through the building, conversations with people on the way, entering their office, switching on equipment, working, phone calls etc. The more sequences you can add into your feature, the more complete a picture you will give your audience.
7. **Camera angles:** Try experimenting with different camera angles.

The different types of shots you can try out are:

- **Wide** shots of the entire sequence.
 - **Close-Ups** of key moments (e.g. a key going into the door, handshakes, elevator buttons being pressed, etc)
 - **Point-Of View** (POV) shots from the perspective of the person being featured (i.e. their view of the clinic, book being held in a hand to-camera or seeing a door opening from their eye-line and position). Where possible, try to get the **reverse** angles for the POV shots too (e.g. place the camera where the door is so you capture them reaching towards the door handle)
8. **Cut-away's:** Capture lots of footage of other activities around the place (e.g. other people waiting in a clinic, community meetings or people walking past). These are all things we naturally glimpse at during our day and including some of these can create a very authentic story.
 9. **Ambient noise:** Check it is quiet enough for you to record sound but also make sure that you capture some of the ambient noise of the activity you are filming. For example, if you are outside it would be strange if you did not hear the bustle of the community.

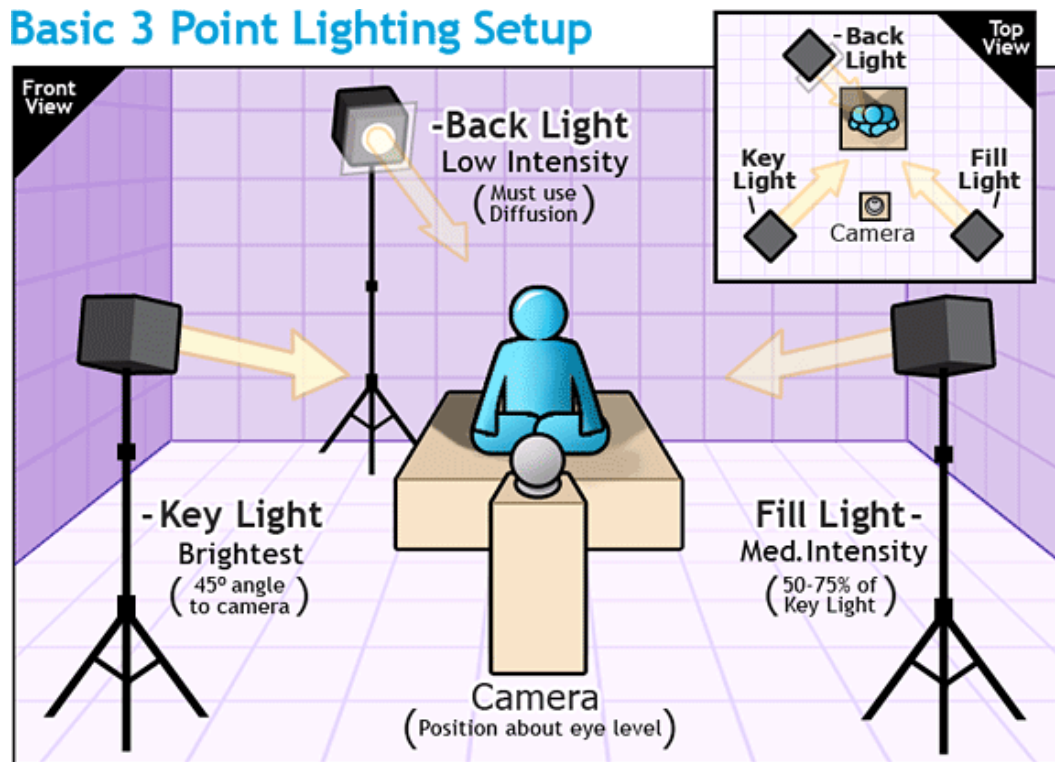
If you want to capture background noise and make sure you can hear the person you are filming in the foreground, you can try one of two things:

- Film them close up first and then record 'ambient' background noises straight after. You can then change the level of the background noises up or down afterwards during the edit; or
 - Film them normally from various angles and distances but give the person you are hearing from an iPhone with an external mic plugged in. This will give you a clean audio track of them.
10. **Scripting:** Other than a voice-over which will be added later, you should avoid trying to do scripted sessions with people as they tend to look a bit strained and uncomfortable. If you do intend to use a voice-over over a scene, speak it in your head as you shoot to ensure you have enough footage to cover it.
 11. **Framing:** Think about the [rule of thirds](#), but also remember to be creative! Look for different angles and viewpoints to add interest to your composition.





12. Lighting: It is important that what you are filming is well lit. Light a person's face with natural light if possible by filming them near a window, but not directly behind it – your subject should not be between your camera and a window but to the side. Use 3-point lighting if you can (see below).



13. Record more than you need: As a guide, shoot 5+ minutes of footage for every minute of finished (edited) on-screen video.

14. Use external microphones and audio apps (if you have access to them): A *shotgun microphone* will pick up atmospheric sounds, good for scene-setting and general audio. A *lavalier microphone* picks up very direct, intimate sound simply by the nature of it being extremely close to the voice. For close-up shots, this works best because the perspective of the camera and the intimate sound of the voice match perfectly.



Fig1. Shotgun (left) and lavalier (right) microphones offer flexibility not found with on-camera microphones.





Post-Production (Editing)



- 15. Ingesting media:** Your recorded media is precious! After your shoot, make sure you keep it safe. Import from your device to your computer and make a back-up if you can. For media recorded on iPhones, connect with USB cable and open like a hard drive on a PC or through iPhoto on a Mac.
- 16. Organization:** In your editing software, group your media in themed folders – such as ‘External shots’, ‘Close-up’s’, ‘Wide shots’, ‘Voice track’, ‘Graphics’, etc to make it easier to find during the edit.
- 17. Anchor track:** Decide which clip is your primary clip to hang the story from (usually the close-up /audio clip) then build the rest of your video around that track with your other angles, close-up’s, cutaway’s and graphics. Remember to tell a story: **Context > Main story > Conclusion** and use your different angles to keep the video interesting.
- 18. Cuts / transitions:** Use basic cuts to tell your story and only use transitions once you have finished. Avoid using gimmicky transitions / wipes.
- 19. Music & graphics:** If you add music, choose music you are allowed to use and don’t make it too overpowering (dip the volume of music where narration / voice is). For graphics, less is more. Use simple graphics and titles. Don’t forget to name presenters with clear captions the first time they appear.



Publishing

- 20. Publish:** upload your video to www.everyfootstepcounts.com. Make sure you add your Name, E-Mail, Organisation and Video Title. Then alert everyone to your video via email and social media!

