



Creating Highly Effective and Professional Videos on a Budget

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- Your visitors must be blown away by your production values.





**KEEP
CALM
AND
CARRY
ON**

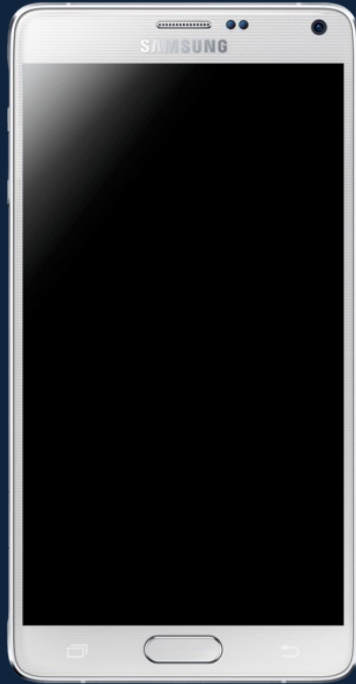
- Video quality

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 - Think about resolution, framerate and sound quality

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 - Film at high resolution with a quality camera.



Photo: Crapsy



Samsung GALAXY Note 4

Photo: GalaxyOptimus/GadgetsGuy







Photo: Katie Chan



Setting the scene...



Photos: Clément Bucco-Lechat



Photo: Toni Grappa



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- Plain white background is best
 - Professional white background
 - White bed sheet or large piece of white paper
 - Gives the most options in editing.

- “Neutral” location

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 - Park or walking around town

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- “Neutral” location
 - Park or walking around town
- Other background
 - Wall of books about your industry
 - Large poster with your logo on it
 - Your “bricks and mortar” store or office.

- Avoid software that cuts you out of the image and creates a fake background
- This doesn't look professional.

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Presentation

- Write a script first

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 - Just make sure it doesn't *sound* like you're reading it!

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- Film in multiple takes

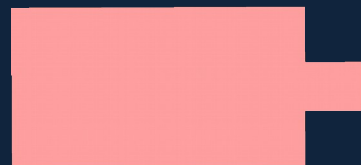
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 - Changing angle creates more movement
 - This is how they do it on TV!

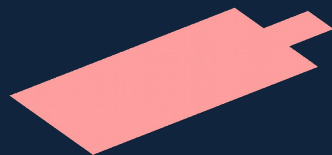
Don't overdo it, though!



Camera 3 ▲



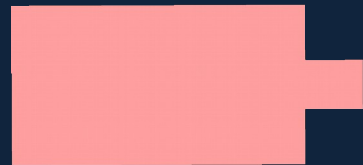
◀ Presenter



▼ Camera 2

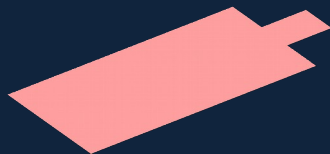


Camera 1 ▼



←Presenter

Camera position 3 ▲



▼Camera position 2



Camera position 1 ▼

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 - Enunciate
 - Project your voice
- Consider hiring a professional presenter
- Alter the pitch of your voice in post-production.

- Make sure you're looking your best

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 - Wear appropriate clothing

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 - Pay attention to your hair

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 - Wear appropriate clothing
 - Pay attention to your hair
 - And make-up

- Make sure you're looking your best
 - Wear appropriate clothing
 - Pay attention to your hair
 - And make-up
- Dress like you're going to an important meeting.

Editing

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- Can be good for comic timing
- Watch how others do it
- Draw up a story board.

Effects and Transitions

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- Any effects should be subtle and consistent
- Have a “fade in” and “fade out” at the beginning and end of the video.

- Editing software includes:
 - Windows MovieMaker
 - Adobe Premier and After effects
 - Serif MoviePlus
 - Sony Vegas.

Extra Touches

Video Opener

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- Make your own

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 - Montage of footage and a logo

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 - “Splash” page with a jingle

Video Opener

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- Pay someone to do it for you

Video Opener

- Make your own
 - Montage of footage and a logo
 - “Splash” page with a jingle
- Pay someone to do it for you
 - Use a service like Fiverr.

Add

YOUR LOGO

To the video



- Screens with text

- Screens with text
 - Introduce the next scene

- Screens with text
 - Introduce the next scene
 - State questions to be answered in an interview

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 - Introduce the next scene
 - State questions to be answered in an interview
 - Share extra information.

Music

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 - Avoid music provided by YouTube

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 - Stock music from sites like Fiverr
 - Avoid music provided by YouTube
 - Do not use commercially recorded music.



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- Pay someone on Fiverr for an original composition

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- Make sure the music doesn't drown out your voice

- Pay someone on Fiverr for an original composition
- Make sure the music doesn't drown out your voice
- Make sure it fits the tone and pace of your video.

