

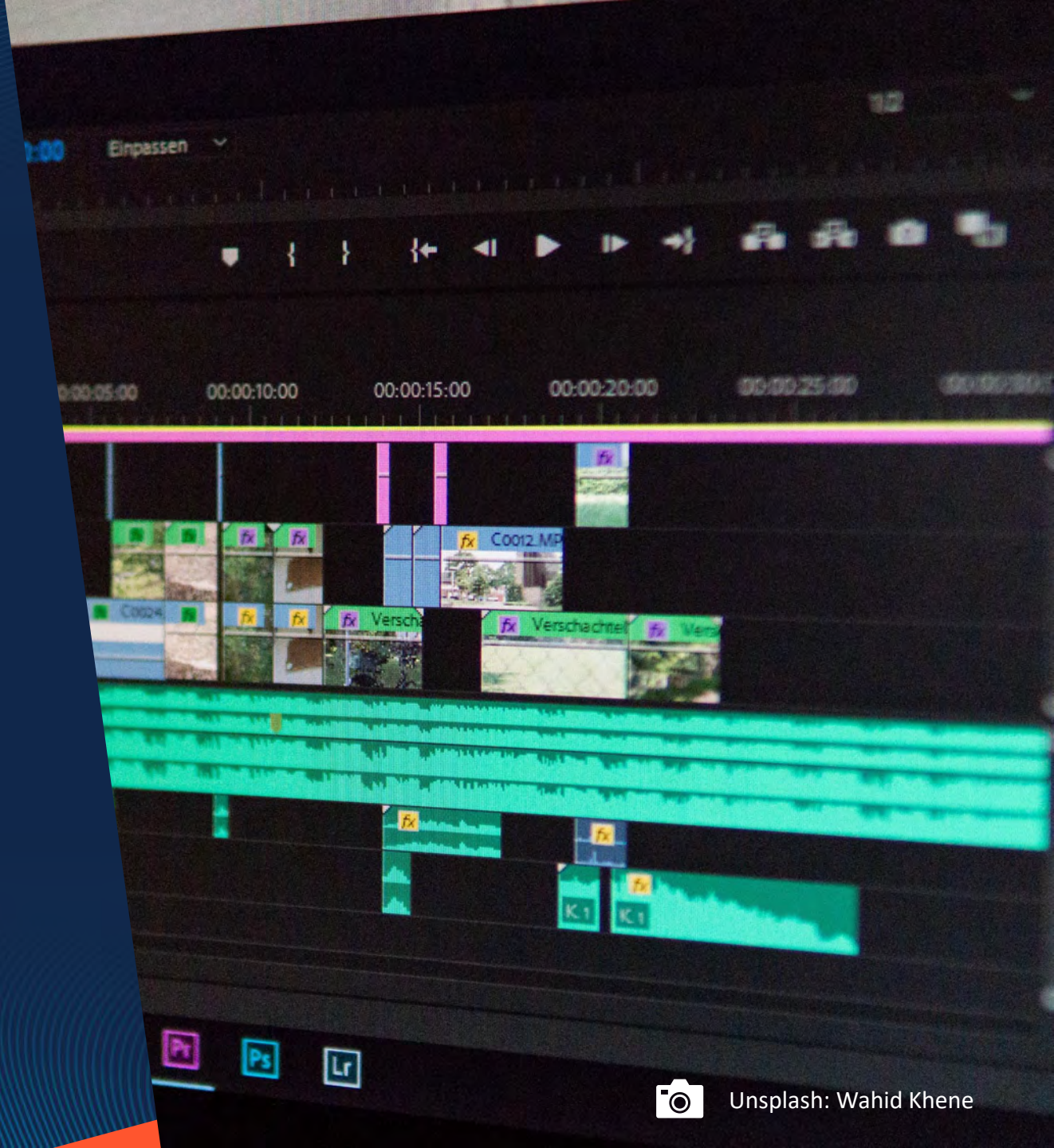
Video Production Made Easy

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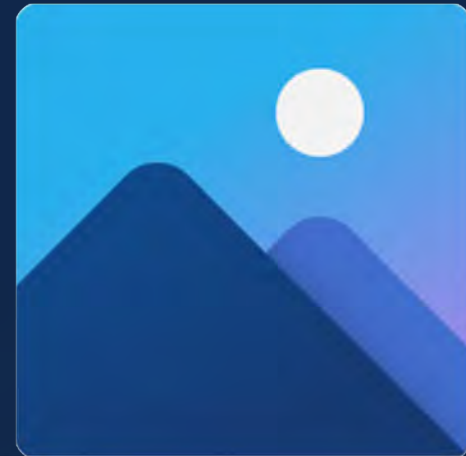
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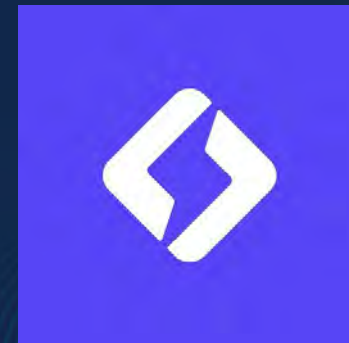
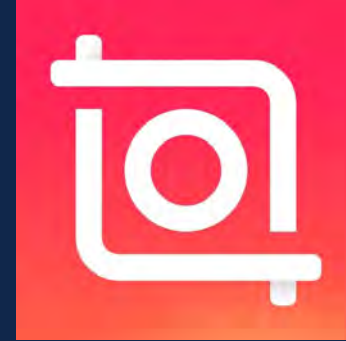
Unsplash: Wahid Khene

Plug and play video editing software



Advanced Video Editing

- InShot
- Imovie
- Adobe Rush
- Lumen
- Adobe Premiere Pro



Before you start...

A little planning goes a long way

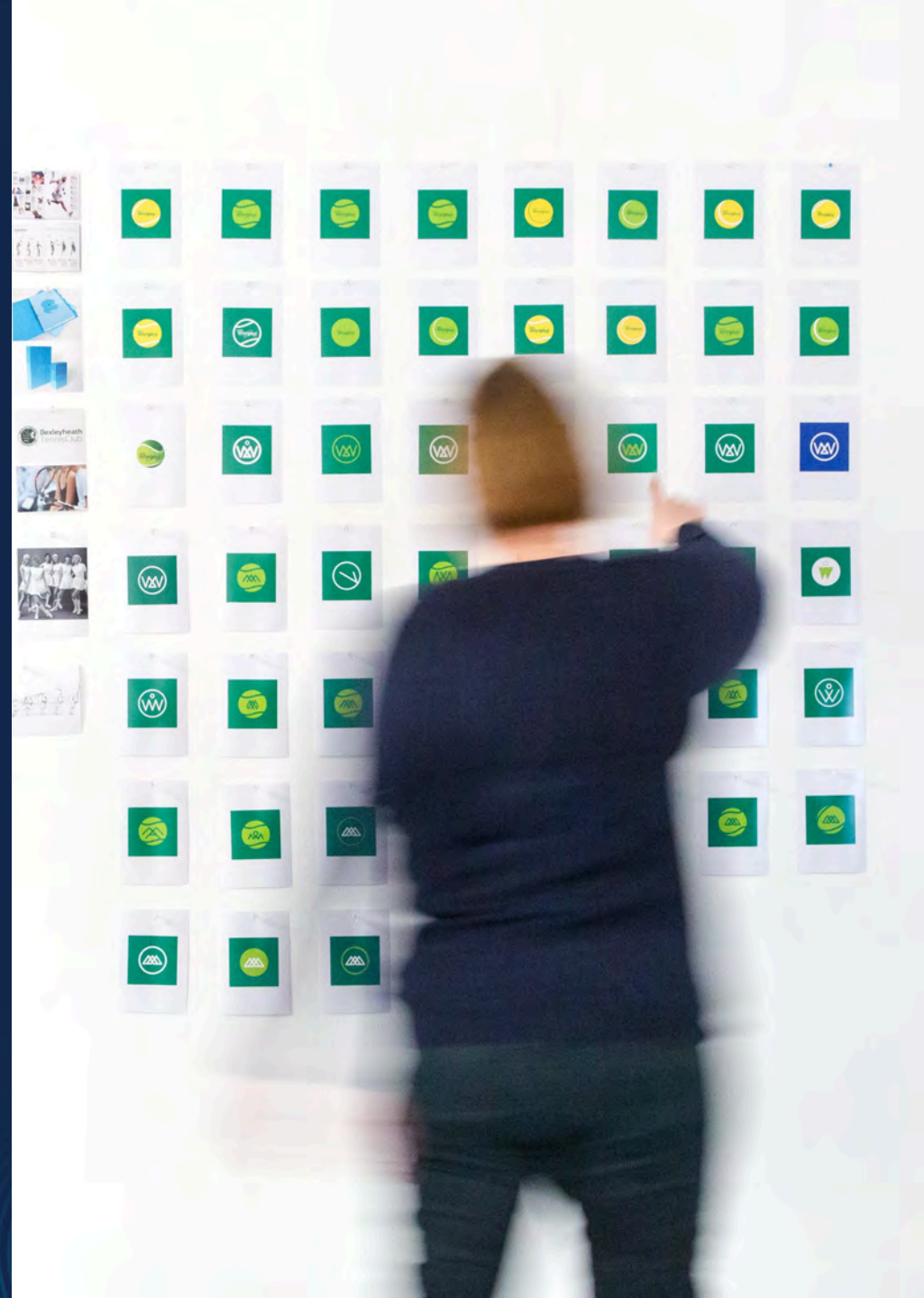
STORYBOARDING / HARDWARE /
AUDIO / VIDEO

**“A video
without a
storyboard
is like a house
without a
foundation”**

HAN LUNG

Use video to tell your story

- What is your goal?
- Why are you making a video?
- Who is it for?
- Where will it live? How will it be shared?
- How long do you want it to be?
- Storyboarding
 - Outline the structure: introduction/hook, main points, call to action



What do you need?

- Minimum needs to make it work

1. Recording device must:
 1. Film video
 2. Be stable
 3. Accept audio
2. Good lighting is important!



Unsplash: Nathan Dumlao



Recording device options

- Laptop/computer
- Tablet
- Smartphone
- Video camera

Laptop or computer considerations

- If your laptop does not have installed camera, you will need an external web camera
- Experiment with laptop placement to ensure everything is framed that you need on-film
- Camera will be stable unless it/laptop is jostled during filming

Tablet or smartphone considerations

- Use camera on back of device for better quality
- Film in landscape / horizontal mode in most cases
- Must use tripod + adapter for stability



I can't hear you...

Sound and Audio

- Have a script/cue cards
- Avoid background noise
- Build in 3 second of pre/post silence
- Background music



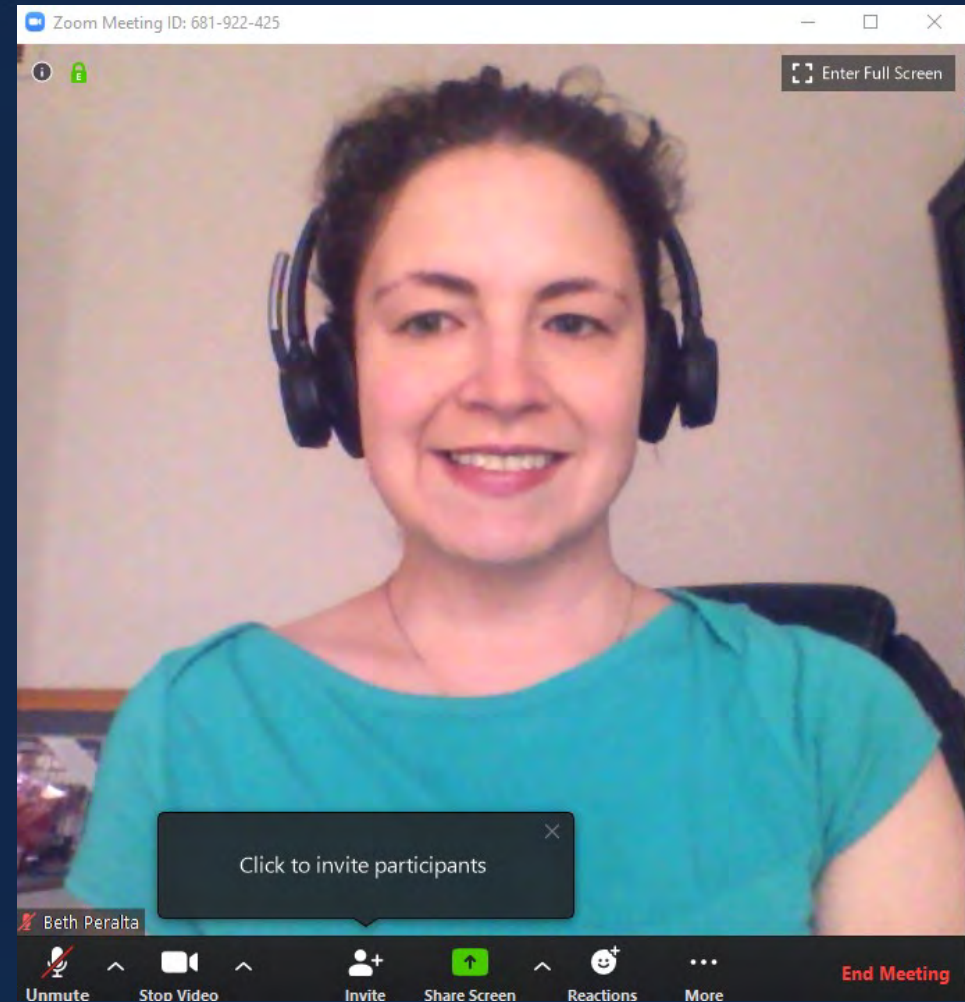
Filming

Lighting considerations

- Bright, indirect light preferred
- Avoid overhead lighting
- Face the light source or window
- Avoid bright, reflective surfaces in background



Light source (window) behind you



Facing light source (window)

Sample set-up: laptop



Sample set-up: smartphone



Type of video shots

- Establishing shot



Unsplash: Benjamin Davies

Type of video shots

- Medium shot



Unsplash: Jason Briscoe

Type of video shots

- Close-up



Unsplash: Alyson McPhee

Type of video shots

- Over the shoulder



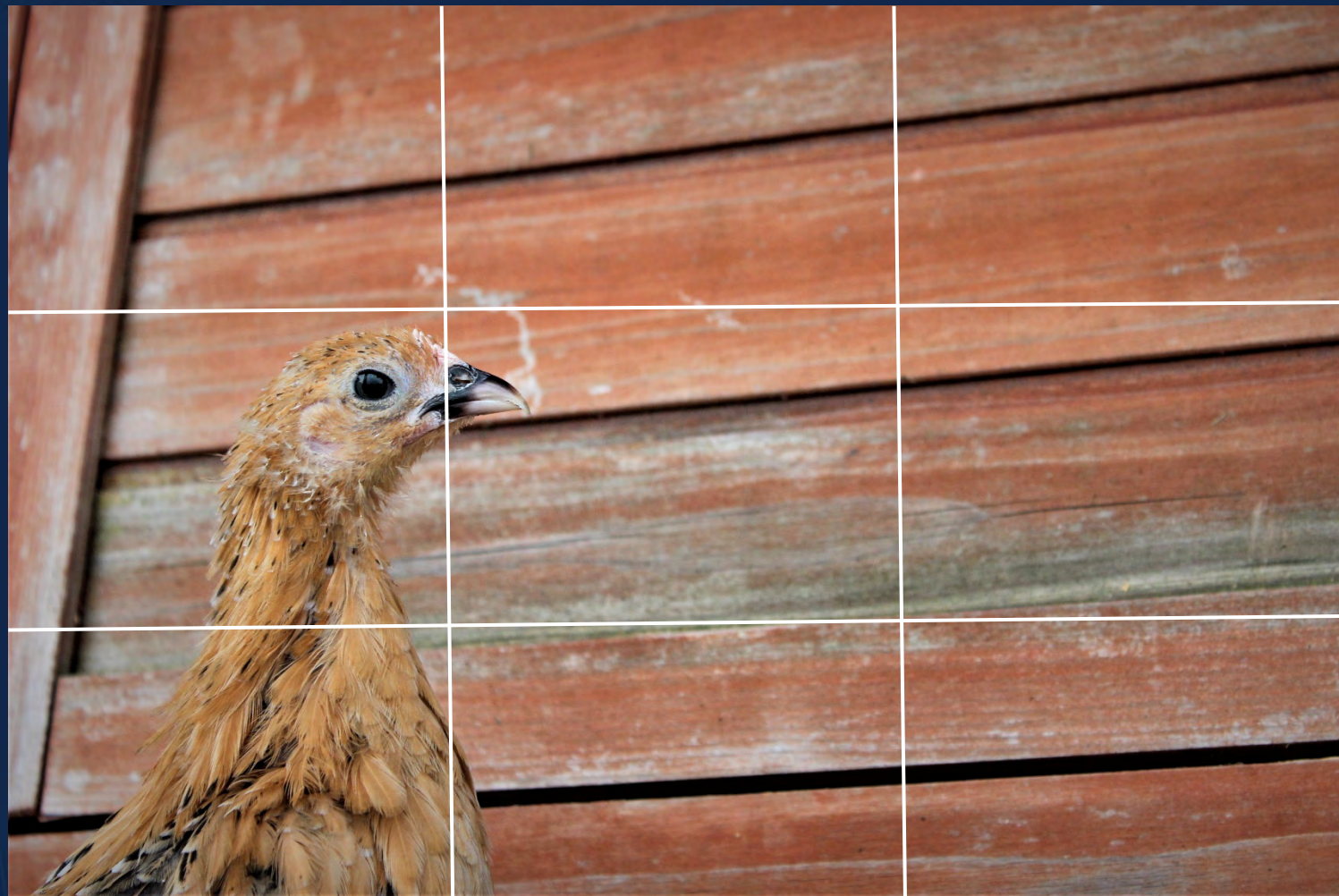
Type of video shots

- Overhead



Unsplash: Katie Smith

Rule of Thirds



Unsplash: Siora Photography

Other video recording tips

- Remove background clutter from video frame
- Have notes handy! Post them somewhere near line of sight but not where the camera can see them
- Space for text or graphics that may need to be inserted later

Action!



We love to talk marketing!

Interested in adding video to your marketing strategy? Reach out to the state communications team to start a conversation.

FIND RESOURCES

Extension.Illinois.edu/CommIT

REQUEST HELP

go.illinois.edu/MarketingRequest

Questions?



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