

# Video Production

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ANTH 4100 Making Anthropology Public  
Dr. Carie Hersh  
Fall 2024



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*Feel free to ask questions at any point  
during the presentation!*

# Discussion

- Have you taken a video before? What did you consider when shooting the video?
- What video effects have you seen recently? How did they impact your perception of the content?



# Workshop agenda

- Example
- Ideas/questions
- Vocab
- Interview Recording
- Video Production
- Editing Software

Slides, handouts, and data available at

<https://bit.ly/fa24-hersh-anth4100-video-editing>



# Example Video



What did you notice about the production of this video? What do you think the steps were to make this video?

“What do social scientists research?” University of Oxford. *YouTube*.

<https://www.youtube.com/watch?v=mE-CyA9A9DQ>



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# Important questions

- What are you trying to communicate to your audience?
- What argument are you making?
- What media (videos, images, audio) do you need to communicate your message and support your argument?



# Video Production Steps



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# Steps

- 1) Draft a Script
- 2) Plan your Shots
- 3) Select the Location(s)
- 4) Develop the Schedule
- 5) Shoot
- 6) Edit Video

<https://invideo.io/blog/how-to-make-a-video/>



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# Script

- What you want to communicate
- Speaking points (refer to assignment guidelines)
  - Important facts from library research
  - Description of fieldsite and fieldwork experiences
  - Your main insight

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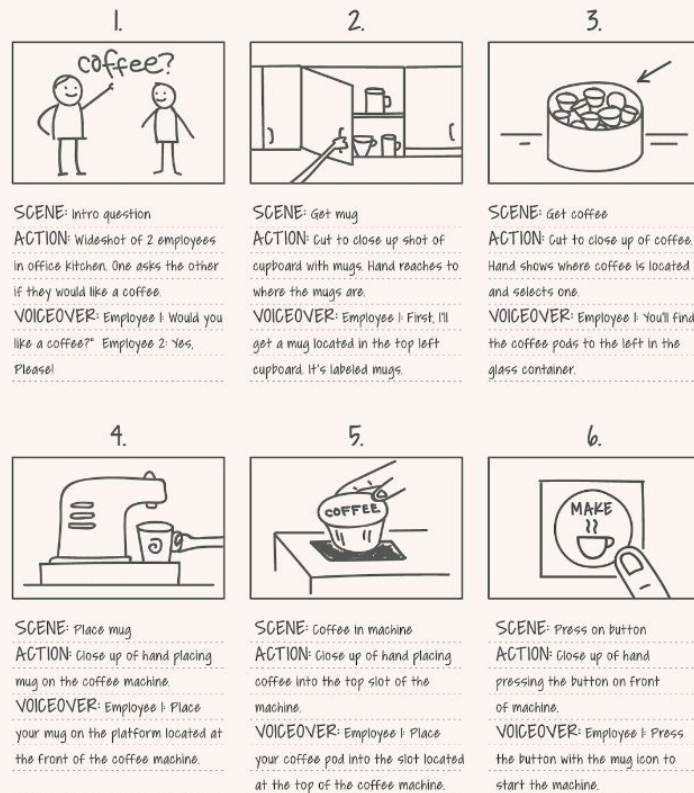
# Storyboard or outline

- Once you know what you want to say, plan how you will say it “with video.”
- **Storyboard:** timeline of scene sketches
- **Outline:** bulleted list of the scene descriptions

<https://invideo.io/blog/how-to-make-a-video/>  
<https://newbluefx.com/blog/video-editing-terms/>



## TITLE: How To Use The Coffee Machine



# What kinds of footage do you want?

- **A-roll:** main storyline footage
  - A “host” reciting a script
  - Interview participants engaged in discussion
- **B-roll:** “background” footage you can cut to any time
  - Close-ups of an object a subject is interacting with or discussing
  - Video of an activity or location a subject is discussing

<https://invideo.io/blog/how-to-make-a-video/>

<https://newbluefx.com/blog/video-editing-terms/>

<https://www.adobe.com/creativecloud/video/discover/a-roll.html>



# Make a shot list

- A **storyboard** or **outline** is a list of the shots and other information as it will appear in your video.
- A **shot list** is a planning document—it's your to-do list of each individual thing you will need to film.
  - For each shot, you'll need to plan a location and time to film it.



# Location

- Permissions
  - Time constraints
  - Avoid filming people without consent
- Background noise
- Lighting
- Northeastern [production studios](#)

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# Schedule

- Date and time for shoots
  - Location limitations
  - Room reservations
- Equipment rental (1 day)
- Buffer/makeup days
  - Weather
  - Transportation
- Time for editing

The screenshot shows the Northeastern Information Technology Services website. The header includes the university name and navigation links like 'Explore Services', 'Find Answers', 'Report an Issue', 'Classrooms', 'Contact ITS', and 'Log in'. The main banner is titled 'Tech Service Catalog' with the subtitle 'Find solutions in the service catalog.' Below the banner is a breadcrumb trail: 'Home > Service Catalog > Hardware Borrow/Return > Locker Services'. The left sidebar contains a 'Northeastern Login' section with a sign-in button and a 'Categories' list with expandable items: 'Access and Security', 'Administration and Business', 'Communication, Collaboration, a...', 'Computing and Software', and 'Hardware Borrow/Return'. The main content area is titled 'Locker Services' and describes contactless pickup and return of equipment. It also has a 'Borrowing Items' section. On the right, there is a 'Request Services' sidebar listing items like '13-inch MacBook Pro', 'Infocus projector', 'Microsoft Surface Laptop 3', 'Ricoh Theta', 'Samsung 360', and 'Sony HandyCam'. A red box highlights the 'Sony HandyCam' item. A red chat bubble icon is in the bottom right corner.

<https://invideo.io/blog/how-to-make-a-video/>



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# Shoot

- Equipment
  - Phone camera or rented equipment
  - Tripod
  - Fully charged
- Where to place camera
  - **The rule of thirds:** placing focal points at thirds in the image
- Review videos and images

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# Edit video

- Integrate images and videos
- Adjust sound and voice over
- Background music
- Add titles or graphics

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# Vocabulary review

- **Script:** the key information you want to convey, including specific words you want to use in narration (first document for video production)
- **Storyboard** or **outline:** two ways of planning out how your script will be connected to specific shots you'll film (second document you'll write)
- **Shot:** a single short video recording
- **Shot List:** a to-do list for all the shots you will need to create the video you've planned (third document you'll write)
- **The Rule of Thirds:** placing focal points at thirds in the image
- **A-roll:** main storyline footage
- **B-Roll:** “background” or secondary footage you can cut to any time





# Interview Recording



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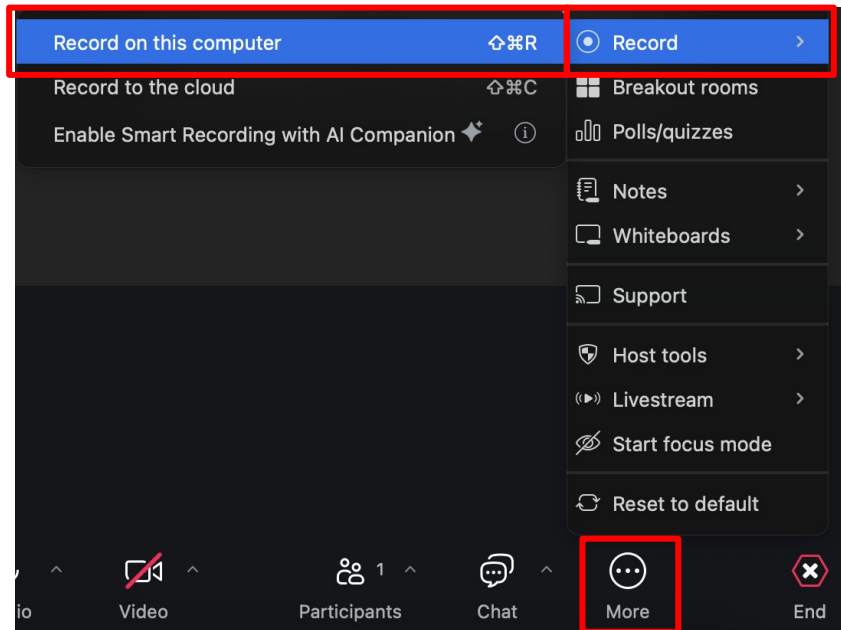
# Recording Considerations for Interviews

- **Ease in to recording** with low-stakes conversation.
  - Interviews are like playing catch. Start with questions that allow everyone to get comfortable. Be yourself!
- **Don't rush**, and know you can start over.
  - You don't need to get everything in a single take, and you won't use all the video that you record. So don't be afraid to pause frequently and remember you can start over (or cut something altogether!).



# Recording Interviews on Zoom

- To recording a Zoom meeting, select More > Record > Record on this computer.
- Once you have ended the meeting, locate the Zoom folder on your computer and rename the file.
- You can also save a transcript of the interview by selecting Show captions> View Full Transcript > Save Transcript before you end the meeting.
- See the [Zoom interview handout](#) for more information.



# Avoiding Common Pitfalls



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# Common pitfalls: image

- Avoid bright lights in your shot—they will make everything else look dark.
  - Outside, move so the sun is to the left or right of a person—not right in their face to make them squint, but not behind them.
  - Inside, check for a lamp or a bright window and consider moving so they are just outside the shot.
- Record “extra” footage at the beginning and end of each shot (this makes it easier to edit it later).



# Common pitfalls: sound

- Background noise: Your microphone may hear a lot more than you do!
  - Record a “sound test” of “nothing” and listen to see if it’s acceptable.
- Turn off A/C units, consider closing windows, etc, if you can.
- Mute device notifications.



# Free video editing software

- [Vimeo](#) (basic)
- [Lightworks](#)
- [VN Video Editor](#)
- [DaVinci Resolve](#) (advanced)

Next time, we will walk through how to edit in Vimeo.



# Discussion

- Questions about video production?
- Questions about how to get started?





# Thank you!

—Developed by Sara Morrell, Kasya O'Connor Grant, Carlos Arriaga Serrano, and Lawrence Evalyn

- For more information on the DITI, please see:  
<https://bit.ly/diti-about>
- Schedule an appointment with us! <https://bit.ly/diti-meeting>
- If you have any questions, contact us at: [nulab.info@gmail.com](mailto:nulab.info@gmail.com)
- We'd love your feedback! Please fill out a short survey here:  
<https://bit.ly/diti-feedback>



# References

Jay Holben, Jhosimar Vasquez, Helen Alexis Yonov (n.d.). “What is A-roll?” *Adobe*.  
<https://www.adobe.com/creativecloud/video/discover/a-roll.html>

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