

Video Production

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Dr. Carie Hersh
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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/question
- Vocab
- Video Production
- Editing Software

Slides, handouts, and data available at

<https://bit.ly/sp24-hersh-anth2315-video-editing>



Example Student Video by Ava Knight



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



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

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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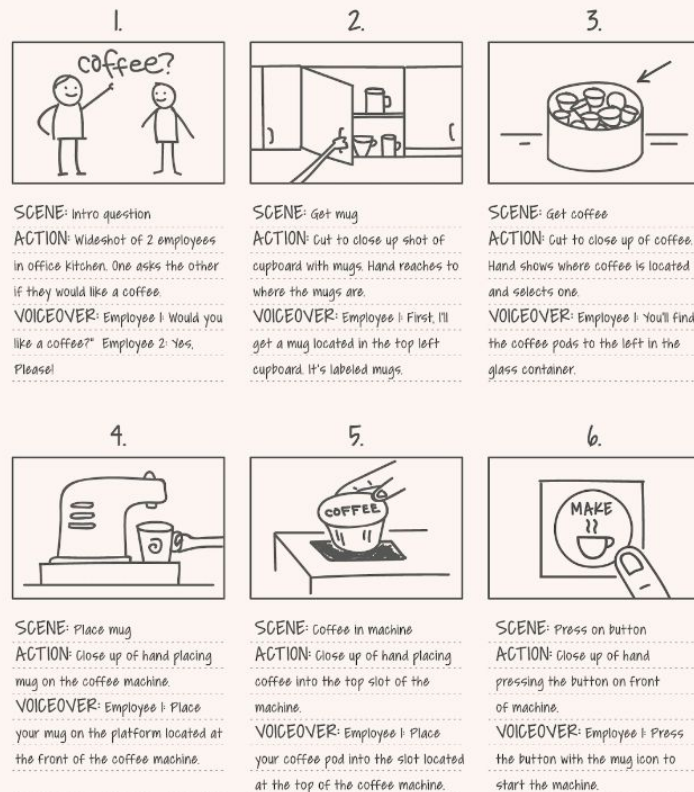
Storyboard or outline

- 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?

- **Presentation:** a “host” reciting a script
- **B-roll:** “background” footage you can cut to any time
- **Cut-in:** close-ups of an object a subject is interacting with

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Make a shot list

- A **storyboard** or **outline** is a list of the shots and other information as it will appear in your video (as we discussed)
- 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
- 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, a search icon, and navigation links: Explore Services, Find Answers, Report an Issue, Classrooms, Contact ITS, and Log in. The main banner features the title 'Tech Service Catalog' and 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 short-term equipment loans and repairs. It also mentions that certain hardware items like laptops and cameras are available for borrowing in a safe and hygienic way. A 'Request Services' sidebar on the right lists items for request: 13-inch MacBook Pro, Infocus projector, Microsoft Surface Laptop 3, Ricoh Theta, Samsung 360, and Sony HandyCam. The 'Sony HandyCam' item is highlighted with a red box. A red 'Chat' button is located at the bottom right of the sidebar.

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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
- **Cut-in:** displays an object the subject is interacting with
- **B-Roll:** “background” or secondary footage you can cut to any time



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, Lawrence Evalyn

- Slides and handouts available at <https://bit.ly/sp24-hersh-anth2315-video-editing>
- 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
- We'd love your feedback! Please fill out a short survey here: <https://bit.ly/diti-feedback>



References

Sarika (2021). “How to Make a Video: The Only Guide You’ll Ever Need.” Invideo. <https://invideo.io/blog/how-to-make-a-video/>

NewBlue (2017). “The Most Common Video Editing Terms You Should Know.” <https://newbluefx.com/blog/video-editing-terms/>

Ava Knight. 2022 Knight Ethnographic Project Video.

