

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

- Objectives
- 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?



Key vocabulary

- **Script:** the key information you want to convey, including specific words you want to use in narration (first document you write)
- **Shot:** a single short video recording
- **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 List:** a to-do list for all the shots you will need to create the video you've planned (third document you'll write)

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



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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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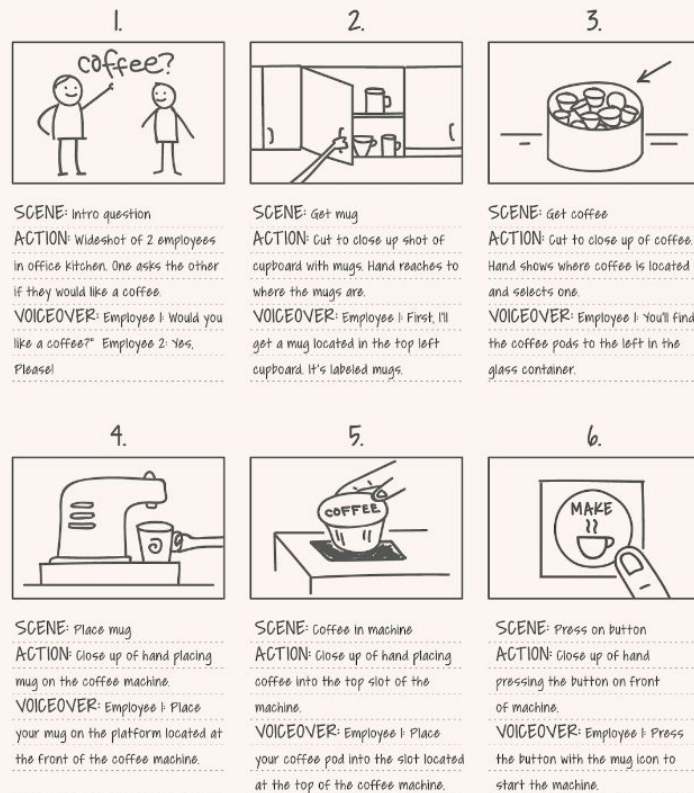
Storyboard or outline

- 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

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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

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Information Technology Services



Explore Services

Find Answers

Report an Issue

Classrooms

Contact ITS

Log in

Tech Service Catalog

Find solutions in the service catalog.

Home > Service Catalog > Hardware Borrow/Return > Locker Services

Northeastern Login

Sign in to submit a new request and view all content.

Sign in with your account

Categories

Access and Security

Administration and Business

Communication, Collaboration, a...

Computing and Software

Hardware Borrow/Return

Technology

Locker Services

Contactless pickup or return of short-term equipment loans and repairs using smart lockers.

Certain hardware items, including laptops and cameras, are available to borrow in a safe and hygienic way for short-term use. Smart lockers enable contactless pickup and return of loaned items and also facilitate computer and warranty repair services and return of smaller hardware items borrowed from ITS vending machines. Computer and warranty repair services will resume in the near future.

Borrowing Items

Under the "Request Services" module, select an item that is available to borrow from the smart lockers in Snell Library. For charging cables and other smaller hardware items, visit the vending machines at the Blue and Green locations in Snell.

To request a loan, select an item from the list at right, and log in with your Northeastern

Request Services

13-inch MacBook Pro

Infocus projector

Microsoft Surface Laptop
3

Ricoh Theta

Samsung 360

Sony HandyCam



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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
 - **J-cut:** audio begins before the associated video
 - **L-cut:** audio continues after the associated video
 - **Synchronization:** synchronizing video and audio
 - Background music
- Add titles or graphics

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Vocabulary review

- **Storyboard:** timeline of scene sketches
- **Shot List:** list of "shots" (or the individual short clips that will combine to form your video)
- **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
- **Synchronization:** synchronizing video and audio

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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
- 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
 - Keep that recording of nothing in case you need to add “silence” somewhere in the video
- Turn off A/C units, electronics, etc, if you can



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 or editing?
- Questions about how to get started?



Thank you!

—Developed by Sara Morrell, Kasya O'Connor Grant, Lawrence Evalyn

- Slides, handouts, and data 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/>

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