

# Professional Video Production Guide

## RECORDING SETUP

### Software Requirements

- **Primary:** OBS Studio (free, professional-grade)
- **Backup:** Loom or CloudApp
- **Editing:** DaVinci Resolve (free) or Premiere Pro

### Recording Settings

Resolution: 1920x1080 (1080p)  
Frame Rate: 60 FPS (smooth animations)  
Bitrate: 15,000 kbps  
Audio: 48 kHz, 320 kbps  
Format: MP4 (H.264 codec)

### Audio Setup

- Use external USB microphone (Blue Yeti or similar)
- Room treatment: Record in quiet space with soft furnishings
- Audio levels: Peak at -6dB, average around -12dB
- Remove background noise with RTX Voice or Krisp

### Screen Preparation

- Clean desktop, hide all personal items
- Browser: Chrome/Brave in incognito mode

- Extensions: Hide all except MetaMask
- Zoom level: 100% for consistency
- Mouse: Use smooth, deliberate movements

## VISUAL PRODUCTION ELEMENTS

### Intro Sequence (0-5 seconds)

- Fade in from black
- Logo animation with sound effect
- Title card: "YieldMax: AI-Powered DeFi Optimization"
- Transition: Smooth dissolve to dashboard

### Typography

- **Primary Font:** Inter or SF Pro Display
- **Headers:** 32px, Bold
- **Body:** 18px, Regular
- **Numbers:** Tabular figures for alignment
- **Colors:** High contrast for readability

### Animation Guidelines

- **Transitions:** 300-500ms ease-in-out
- **Hover Effects:** Subtle scale (1.02x) and shadow
- **Loading States:** Smooth progress indicators
- **Success States:** Celebratory but professional

### Visual Hierarchy

1. **Primary Action:** Bright blue button, larger size
2. **Secondary Info:** Muted colors, smaller text
3. **Critical Data:** Bold, high contrast, boxed
4. **Background:** Subtle gradients, no distractions

## POST-PRODUCTION WORKFLOW

### Editing Timeline

1. Assembly Cut (30 min)
  - Sync audio/video
  - Remove mistakes/pauses
  - Basic sequence
2. Rough Cut (1 hour)
  - Add transitions
  - Insert b-roll
  - Time to music
3. Fine Cut (2 hours)
  - Color correction
  - Audio mixing
  - Motion graphics
4. Final Cut (1 hour)
  - Export reviews
  - Compression
  - Multiple formats

### Motion Graphics Elements

- **Lower Thirds:** Speaker identification

- **Callouts:** Highlight important features
- **Transitions:** Smooth scene changes
- **Data Visualizations:** Animated charts
- **Progress Indicators:** Show demo flow

## **Audio Post-Production**

1. **Noise Reduction:** Remove background hum
2. **EQ:** Boost clarity (slight high-mid boost)
3. **Compression:** Even out volume levels
4. **Music:** Subtle background track (-20dB)
5. **Sound Effects:** Button clicks, transitions

## **Color Grading**

- **Exposure:** Consistent brightness
- **Contrast:** Punchy but not harsh
- **Saturation:** Slight boost for energy
- **White Balance:** Neutral/cool tone
- **Vignette:** Subtle focus effect

## **MUSIC & SOUND DESIGN**

### **Background Music**

- **Style:** Modern electronic, upbeat but not distracting
- **Tempo:** 120-128 BPM
- **Volume:** -20 to -25dB under voice

- **Sources:** Artlist, Epidemic Sound, or YouTube Audio Library
- **License:** Ensure hackathon usage rights

## Sound Effects

- **UI Clicks:** Subtle, modern
- **Transitions:** Whoosh effects
- **Success:** Positive chime
- **Data Updates:** Gentle beep
- **Sources:** Zapsplat, Freesound

## EXPORT SPECIFICATIONS

### Master File

Format: ProRes 422 or DNxHR

Resolution: 1920x1080

Frame Rate: 60fps

Audio: Uncompressed WAV

### Delivery Formats

1. **YouTube/Vimeo:** H.264, 15 Mbps, 1080p60
2. **Twitter:** H.264, 5 Mbps, 1080p30, <2:20
3. **Demo Day:** ProRes 422, highest quality
4. **Backup:** H.265, 10 Mbps, 1080p60

### File Naming Convention

YieldMax\_Demo\_Final\_1080p60\_v3.mp4  
YieldMax\_Demo\_Final\_ProRes\_MASTER.mov  
YieldMax\_Demo\_Twitter\_v3.mp4  
YieldMax\_Demo\_Backup\_h265.mp4

## QUALITY CHECKLIST

### Technical Review

- ☐ No frame drops or stuttering
- ☐ Audio sync perfect throughout
- ☐ All text readable on mobile
- ☐ Smooth animations (60fps)
- ☐ No personal information visible

### Content Review

- ☐ Story flows logically
- ☐ Key points emphasized
- ☐ Technical accuracy verified
- ☐ Timing within 5 minutes
- ☐ Call to action clear

### Final Polish

- ☐ Color consistent throughout
- ☐ Audio levels balanced
- ☐ Music fades smooth
- ☐ Titles/credits professional
- ☐ Multiple format exports ready

# EMERGENCY FIXES

## Common Issues & Solutions

**Issue:** Laggy screen recording **Fix:** Close all apps, use GPU acceleration, record in segments

**Issue:** Audio out of sync **Fix:** Use clapperboard technique, manually align in post

**Issue:** Pixelated exports **Fix:** Check bitrate settings, use two-pass encoding

**Issue:** Boring visuals **Fix:** Add subtle zoom/pan movements in post

**Issue:** Too long/short **Fix:** Adjust speaking pace, cut redundant sections