Video Production for the Classroom

(Assorted Tips compiled by Neal Baker, Knoll Bendsen, Wes Miller – Libraries and ITAM)

"BE A DIRECTOR" TIPS (for Flips, Phones, and other video devices)

- Direct your subjects (e.g. look this way, talk louder). By doing so you are also helping direct the attention of the viewer.
- Color contrasts don't look good (e.g. bright backgrounds and dark subjects, backlight).
- Stay as close as possible to any talking head (this will look better and help your sound).
- Beware of ambient noise (e.g. wind, air conditioning, traffic, etc.).
- Frame the shot (what you see on the Flip is what others will see).
- Avoid the shakes. You can prop the Flip on a table, a desk.
- Keeping the camera angle "wide" will make shakes less noticeable.
- Zooms and fast panning movements are great ... if you're a media pro.
- Beware of the zoom (even though you can, don't). If you need to get a closer picture, move the camera closer.
- If a pan (moving horizontally) is important, record 10 seconds before you start moving and after you finish moving.
- Use light! Lamps, flood lights from the hardware store, etc. or shoot using sunlight. Especially nice time of day outside is during the "golden hours"

FLIP OPERATING BASICS

- On/off: grey switch on side
- Record: press red button once
- **Stop**: press red button once. Pressing the red button twice ends one clip and begins recording a new clip.
- Zoom in/out: plus/minus icons
- Watch video: left arrow icon
- **Delete video**: trash can icon
- Advance/go back through multiple videos: arrow icons

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Generic Video Production Schedule

Pre-Production

- Step 1: Understand objectives/goals/audience of assignment
- Step 2: Find out what equipment and resources are needed/available and how to obtain them.
- Step 3: Brainstorm ideas for basic approach. View youtube videos as templates or to generate ideas/approaches.
- Step 4: Research available facts and data concerning EC's psychology department
- Step 5: Scout out locations for shooting.
- Step 6: Do a storyboard (a visual plan of what the video will be, scene by scene, drawn on paper or whiteboard)

Alternate Step 1: Outline (what to say, main points, shat to show)

Alternate Step 2: Script (write what to say before it is said)

Alternate Step 3: Storyboard

Production

Step 7: Plan production elements: title sequences, names, credits; video techniques: (close-ups, long shots, fades, dissolves, framing and effects) and audio techniques: (dialogue, music, voice over narration, sound effects.)

Step 8: Get props and costumes. Check out equipment. Choose talent, rehearse. Book studio time. Make sure the equipment works.

Step 9: Production (shooting): Camera work, lighting, sound recording. Keep a log of shots to make the editing easier.

Alternate Step 4: Filming (Good raw footage in a quite space)

Post-production/Editing

Step 10: Edit/put together video, following your storyboard. Combine shots, add narration and music.

Step 11: Initial screening

Step 12: Do any necessary re-shooting.

Step 13: Final edit.

Step 14: Premiere showing of video.

Alternate Step 5: Editing

Alternate Step 6: Publishing (Sharing video with a wider audience)

*Alternate steps listing adapted from http://edtechteacher.org/index.php/teaching-technology/presentation-multimedia/video>

Criteria	Unacceptable	Poor	Good	Excellent	
Picture Stability - Camera Shake	Image bounces/shakes around extensively	Image bounces/shakes around (looks like home video)	Minimal camera shake - noticeable when looking at corners	Rock solid - no shake/movment	
Camera Movement (Pan-tilt-dolly-	era Movement (Pan-tilt-dolly- Camera moves jumpy, rapid zooms in		Moves are fairly smooth; Zooms are	amera moves are smooth and not	
track-zoom)	and out	in and out	controlled and smooth	noticable	
Focus (Image sharpness)	Entire image is out of focus/blury	Image goes in and out of focus	All parts of the picture are in focus	Use of creative focus techniques (selective focus)	
Composition (camera placement)		Placement of subject feels awkward	Subject placement acceptable	Rule of thirds and 180° line followed Pictures pleasing to look at.	
Editing (technical) choices of cuts or transitions; pacing of edits	black spaces between video clips	Poor cuts/transitions rough	Good cuts/transitions well selected, but timing just a bit off	Excellent cuts/transitions	
Continuity (story flow) continuity between shots; story has a beginning, middle and end	No recognizable story line	Basic story but hard to follow	iena par seems Tong	Well executed story has beginning, middle, end. Timing and pace of video kept your attention	
Audio and Lighting	Couldn't hear dialogue or see action	Could hear some of but not all dialogue; too bright/ dark, hard to see action	Isubject well lif	Could hear and understand dialogue, added sound FX or music that enhanced story; lighting not noticable	
Originality/Concept/Story	Would stop watching if you could	Glad that it is over	Would willingly watch again	Want to see again and share with others	

ADDITIONAL FEEDBACK			