

# **Make It Simple**

*Easy Video Ideas, Tips and Tricks*

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# Video Prep Work

- What platform are you creating video for?
  - Instagram? YouTube? Facebook? Tik-Tok?
    - Think about versatility
    - Widescreen vs Vertical Video
    - Think about video length
- Think about what you want to show
  - B-Roll (close ups, wide shots, atmosphere, waves, smiles, signs, staged group shots)
  - Interviews
    - Aim for short and complete responses
      - What are we doing here today? What's going on today? How does this make you feel?
    - Pre-interviewing helps, just chat it up
    - Can you find a quiet(er) spot?
    - Before or After, just work it into the plan

# Video Shooting

- Beware 4k video files are huge
- B-Roll
  - Get more, always get more
    - B-Roll (close ups, wide shots, atmosphere, waves, smiles, signs, staged group shots)
    - Get your subjects interacting, doing different things
  - Movement is ok, you control it; don't be afraid
  - DON'T ZOOM
- Interviews
  - Lean in on your environment, but get close to your subject
  - Look out for head room and where their eyes are; be consistent
  - Get a few different angles/responses
    - Ask the same question twice, add some wrinkles
  - Fish for responses
  - Flip/Flop sides
  - Listen to what they're saying, get the shots

# Video Editing – Making the Tough Decisions

- Keep your video moving
- Don't fall in love with your footage
  - Cut out the bad bits
- All about the open and closing bits
- Look for short phrases; construct your own
  - Cover up your seams with b-roll clips
- Choose some music samples before you start editing
  - Adobe Audition Remix tool will cut your music to desired length
- Transitions/Wipes are tacky, just say NO!

# Tools - Cellphones

- iPhone cameras are awesome (24fps will give you a more film look)
- They go anywhere and are already in your pocket
  - Want all the controls, try filmicpro at \$14.99
- Don't zoom, move closer to what you're shooting
  - Interview subjects at close range a must
- The sound is always going to be an issue, unless you use a mic
- Stabilizers are fine, but you get what you pay for
  - They won't save your footage
- Avoid low-light situations, find some light for the face (reflector?)
- Avoid strong backlit areas (think blocks of windows)



# Tools - DSLR

- Versatility at its finest
- Get a microphone (RODE)
- Buy a big SD Card (they're cheap)
- Get one with WIFI or Bluetooth and connect
- The more expensive, the better the sensor
  - Better in low-light
- Lenses matter, 24-105mm is worth the money
- 24fps will give you closer to a film look



# Video Editing – Adobe Premiere Rush

- Phones, tablets, laptops and desktops!
- Designed for sharing social video (new Tik-Tok integration)
- Creative Cloud assets; your designers can help here
- Built in graphic templates!
- Robust tools, but not too robust
  - Audio levels for interviews, music
- Start with Rush, move to Premiere! Literally and figuratively!

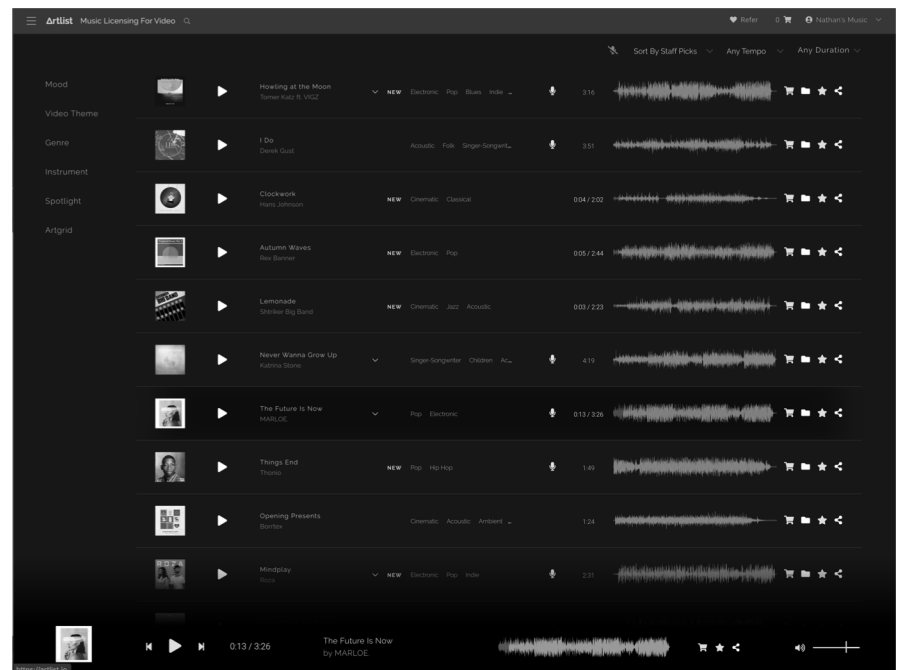


# Production Music - Artist

- Indie artists
- \$199 a year
- Unlimited downloads
- Any project (social, tv, radio, etc.)
- Lifetime use (on downloads)
- New music daily
- Easy interface

[artist.io](https://www.artist.io)

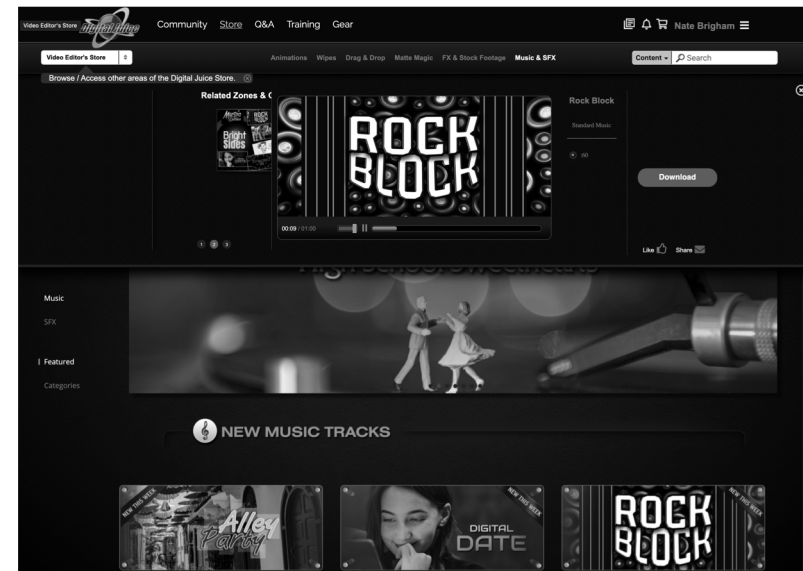
# Artist



# Production Music – Digital Juice

- The stockiest stock available
- \$299 or \$499 one time
- Unlimited downloads
- Any project (social, tv, radio, etc.)
- Lifetime use (on downloads)
- More than music (video, graphics, etc.)
- New content daily
- Easy, but clunky interface

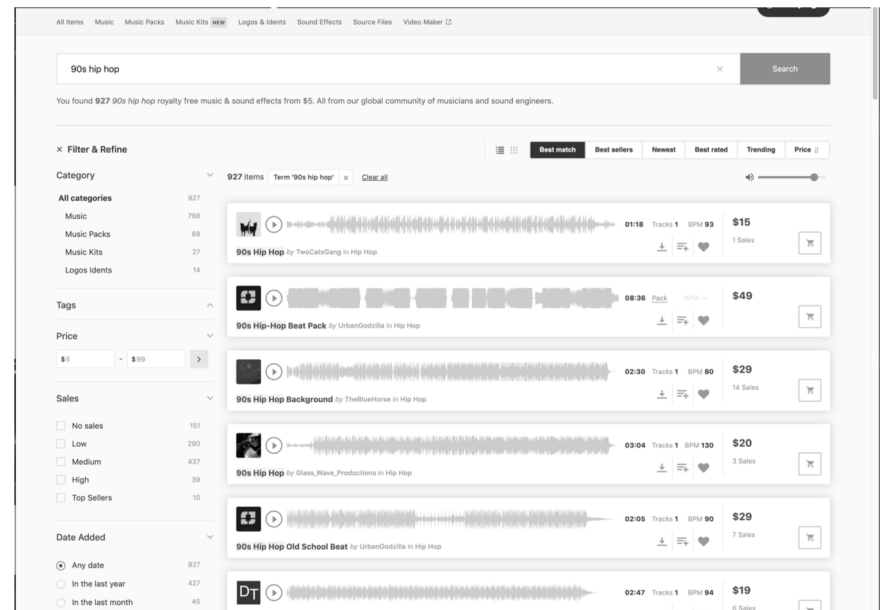
[digitaljuice.com](http://digitaljuice.com)



# Production Music – AudioJungle

- Wide range of music/sounds
- Pay per track (\$10 - \$99)
- Specific licenses
- New content daily
- Easy interface, robust search

audiojungle.net



# Graphic Templates – VideoHive

- Premiere Templates
- After Effects Templates
- Stock Footage
- Pay per template/video (\$10 - \$99)
- Specific licenses
- New content daily
- Easy interface, robust search

[videohive.net](http://videohive.net)



The screenshot shows the Envato Market website interface. At the top, there's a navigation bar with 'envato market' logo and various menu items like 'Web Themes & Templates', 'Code', 'Video', 'Audio', 'Graphics', 'Photos', and '3D Files'. Below this, there's a search bar and a breadcrumb trail: 'Home > Files > After Effects Project Files > Elements > Overlay > Technology'. The main content area features a product listing for 'Text Messages' by FalconFX. It includes a video preview with a play button and the text 'Hello, This is FalconFX' and 'Text Messages Template'. To the right of the video, there's a price tag of '\$15' and a 'Regular License' dropdown. Below the price, there's a description: 'Use, by you or one client, in a single end product which end users are not charged for. The total price includes the item price and a buyer fee.' There are also buttons for 'Add to Cart' and 'Buy Now'. Below the video, there are social sharing options (Download Preview, Share, Facebook, Google+, Twitter, Print) and buttons for 'Add to Favorites' and 'Add to Collection'. A description follows: 'This Text Messages template creates a new way of creating an interactive chatting scene to your videos. Add animated text bubbles to your project with this fully customizable After Effects template. Simply change the text and place them anywhere into your video, you can quickly edit & customize it to your liking with it's extensive controls you see below.' Below the description is a list of related items with their prices:

Message Spread	\$10
Scale	\$10
Left H2Go Position	\$10
Right H2Go Position	\$10
Left H2Go Rotation	\$10
Right H2Go Rotation	\$10
Blur Effect	\$10
Smooth Animation	\$10
Smooth Frequency	\$10
Smooth Delay	\$10

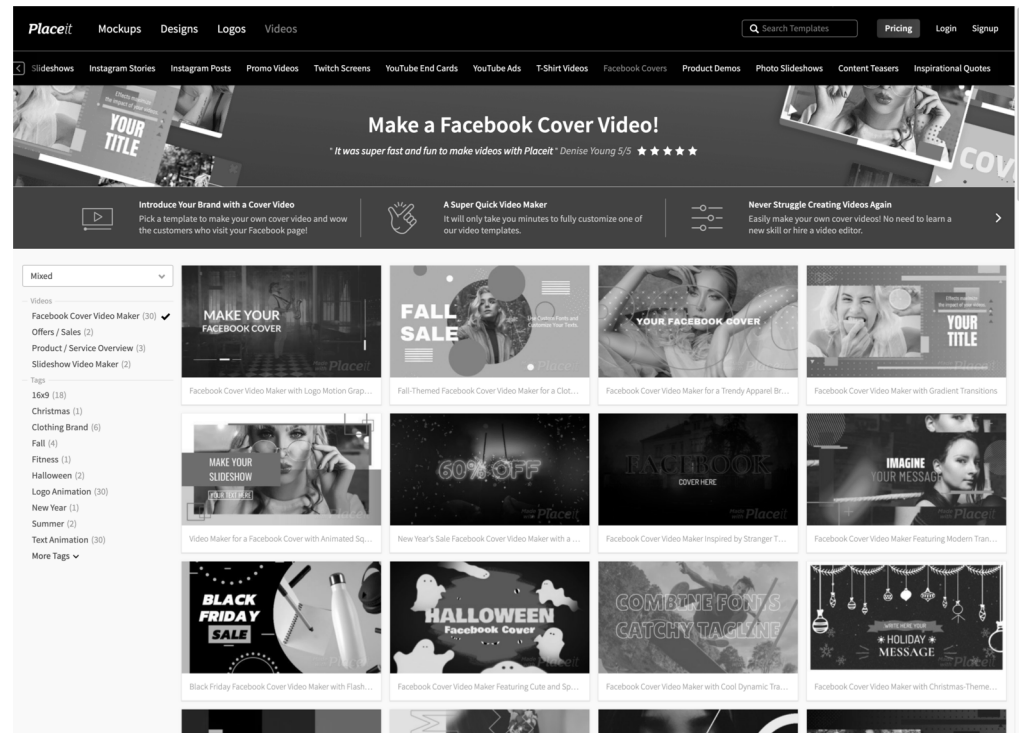
On the right side of the product page, there's a 'FalconFX' profile section with a 'View Portfolio' button. Below that, there's a '137 Sales' badge, a '9 Comments' badge, and an 'Item Rating' section with a note 'Minimum of 3 votes required'. At the bottom right, there's a 'Last Updated' section showing '1 March 19'.

# Graphic/Video Templates – Placeit

- No video editing skills
- \$99 for a year
- Lots of templates/products
- Huge music library

placeit.net

# Placeit



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