

BASIC TIPS FOR VIDEO PRODUCTION

There are a few common mistakes that everyone makes when they begin shooting videos, so here are a few basic suggestions for you to keep in mind while you are shooting video.

Setting Up

- **Turn It On:** Make sure you know that your camera is on before you start shooting. You don't want to take what you thought was 20-30 seconds of a shot before you realize that your camera is not on.
- **Plan before Filming:** Think about what you are going to shoot before you shoot. Don't keep the Cam on as you go from shot to shot.
- **Visualize the Product:** Think about what's going to look good visually, and how your shots are going to come together sequentially.
- **Consider Interview Backgrounds:** If you are interviewing someone, make sure that there are no trees, poles, or signs sticking out of their head. This will distract the viewer from focusing on what the interviewee is saying and focus on the object in the background instead.
- **Be Aware of Lighting:** Make sure that it isn't too dark or your photos will be all black. Make sure that you don't have too much light or else the pictures will be darkened blurs because there was bright light in the background.
- **Avoid Shadows:** Look around you for shadows and try to remember which way the shadows are going. You want to avoid shadows, if possible.
- **Avoid Bright White Light:** Avoid stripes, bright white light (this can be sunlight OR a group of people all wearing white T-shirts).

Filming

- **Look for Interesting Shots:** Try to avoid taking boring shots of nothing going on.
- **Get Close Enough to Your Subject:** Avoid taking shots of anything far away. These videos are going online and the screen that people will be watching is fairly small. If the camera is shooting something that is too far away, people won't be able to see what is going on.

- ...**But Not Too Close:** Avoid taking shots that are too close.
- **Walk Instead of Zoom:** Instead of zooming in, you can walk closer to the object. This makes the resolution on the video better!
- **15-Second Rule:** When you are shooting, hold shots for at least 15 seconds. Remember that these videos will be edited down and it's always easier to edit a 15-20 second shot into 2 seconds. You can't edit 2 seconds into 20 seconds. Don't worry if the shot seems boring or it seems like you are holding the shot for too long.
- **Manage Noise:** When you are recording, don't talk! The camera can pick up all types of sound. It is also important to be aware of the wind, rain, outdoor noise, conversations around you, etc in order to ensure that your video is useable.
- **Keep Steady:** Try to avoid moving the camera – steady yourself against a wall or a tree if possible, this way the camera is less likely to bob up and down. You also can put your camera on a desk or a table to make sure that the shot doesn't move. Similarly, don't constantly pan from side to side or zoom in and out with the camera - hold your shots and look for the one moment that's really captivating. If you're constantly panning and zooming, the one shot you'll really want to use will lose its impact with all the movement by the camera. Also, too much movement may look choppy once you upload your video.
- **Don't Run:** Try to avoid running with the camera.
- **Use Angles:** Don't be afraid to shoot from all angles. Shoot from high up looking down, from down looking up, from left to right, etc. It makes the video more exciting to watch if you have several angles – just don't forget to hold the shot for at least 15 seconds.

Students become:

- Responsible of content being posted
- Aware of their targeted audience
- Production elements – editing, color, lighting, POV, sound (soundbites, music, NAT SOUND)
- Purpose of productions – pre-plan their ideas and follow through, up to critique - “What you may find funny, others probably will not.”

Why use video in the classroom

Teachers who use personally generated or student-generated instructional video report that their students:

- Retain more information
- Understand concepts more rapidly and are more enthusiastic about what they are learning.
- With video as one component in a thoughtful lesson plan, students often make new connections between curriculum topics, and discover links between these topics and the world outside the classroom.
- Video is uniquely suited to:
 - Take students on impossible field trips--inside the human body, or off to Jupiter
 - Take students around the globe, to meet new people and hear their ideas
 - Illustrate complex, abstract concepts through animated, 3-D images
 - Show experiments that can't be done in class
 - Bring great literature, plays, music, or important scenes from history into the room
 - By exploiting the medium's power to deliver lasting images, teachers can:
 - Help students practice media literacy and critical viewing skills
 - Reach children with a variety of learning styles, especially visual learners, and students with a variety of information acquisition styles
- Engage students in problem-solving and investigative activities
- Begin to dismantle social stereotypes
- Provide a common experience for students to discuss