



Extension

Video Production Tips

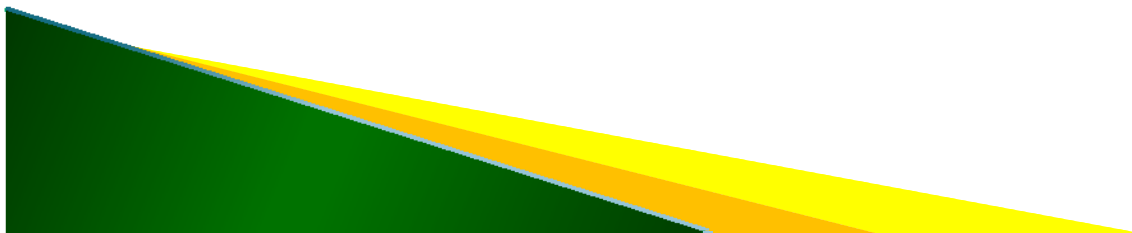
Jennifer Cook
Joanne Littlefield

*Colorado County Agent's Association
Professional Development Workshop
Monarch Mountain, Colorado*

Innovation grant

Small Acreage Educational Videos

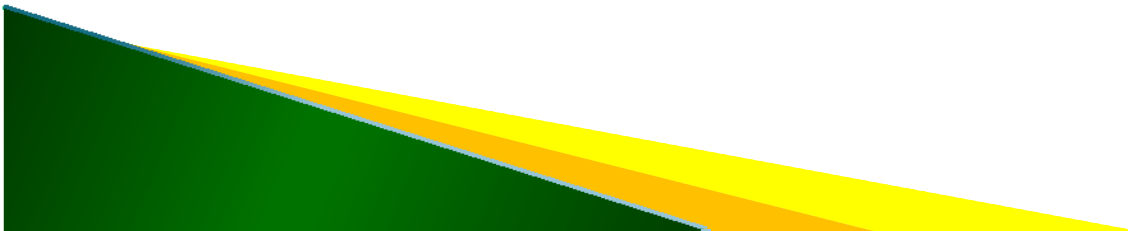
- ▶ Objective
 - To develop a series of two-minute informational videos, on small acreage management practices, for online use
- ▶ Consider:
 - Time commitment
 - Learning curve
 - Level of involvement



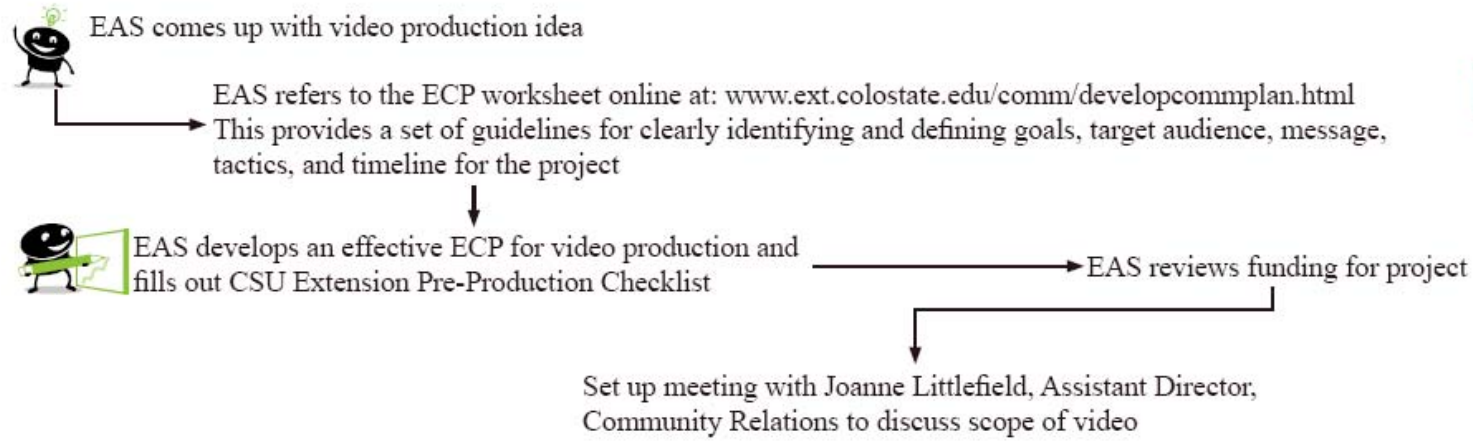
What we'll cover today

- ▶ Storyboard
- ▶ Photo/Video releases
 - Personal and Property
- ▶ Shot sheet
- ▶ Equipment needs/uses
- ▶ What the heck is 'B-roll'?
 - "*B-Roll* is video footage, often without a narration sound track, used by broadcasters to supplement the main elements of a news story."

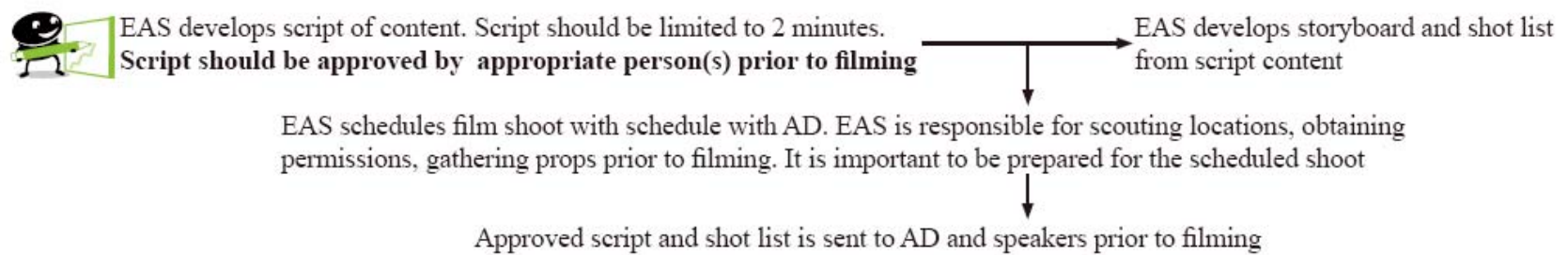
-Sourcewatch.org



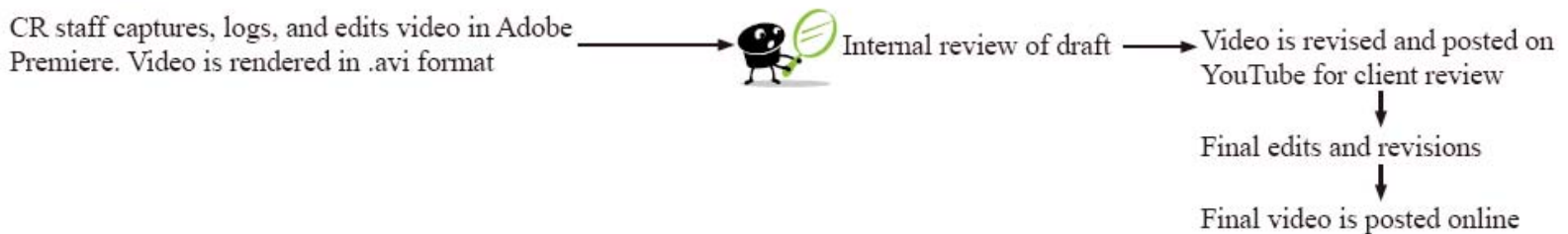
CSU Extension Video Production Process



Pre-Production Process



Post-Production Process



EAS= Extension Agent/Specialist

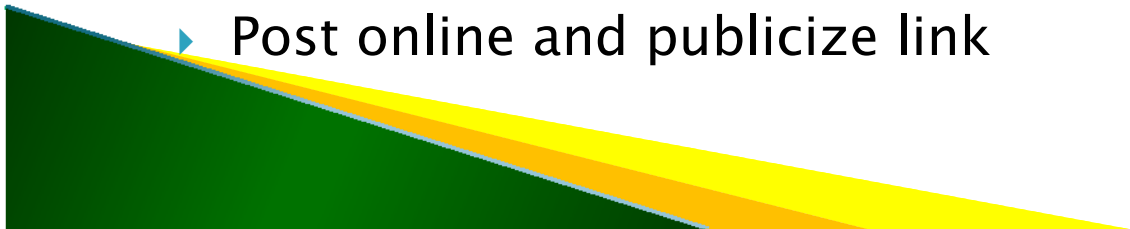
ECP=Extension Communication Plan

CR=Community Relations

AD= Assistant Director

The video production process

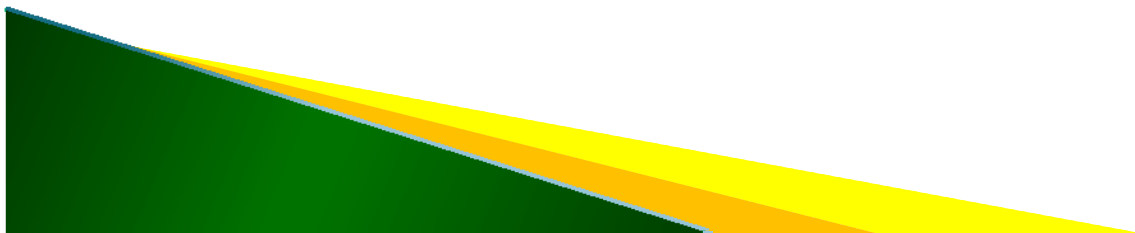
- ▶ Fine tune idea
- ▶ Develop script
 - two minutes=less than one page 12 pt
- ▶ Have script reviewed by appropriate person(s)
- ▶ Develop storyboard and list shots
 - more is better
- ▶ Determine location for shooting; get permission
- ▶ Gather needed props
- ▶ Shoot video
- ▶ Log shots
- ▶ Edit
- ▶ Get draft video reviewed
- ▶ Produce final video
- ▶ Post online and publicize link



Tips:

Storyboards and Shot Lists

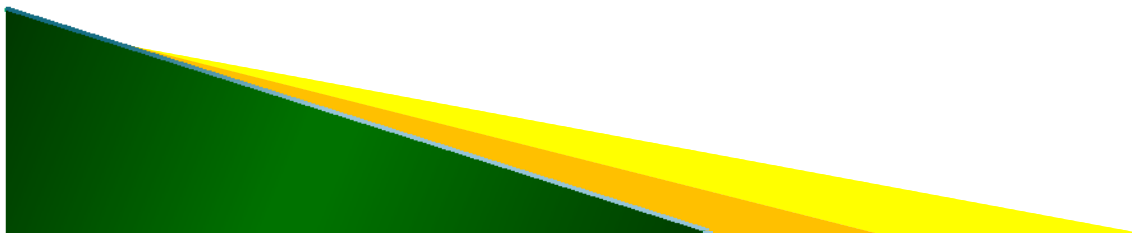
- ▶ Storyboarding is imperative to help you visualize your ideas so that you can come up with a shot list.
- ▶ Consider how you will begin and end the video (ie walk in, walk out?)
- ▶ Plan on taking more shots than you think you'll need.
- ▶ CU=Close Up MS=Mid shot LS=Long Shot



Tips

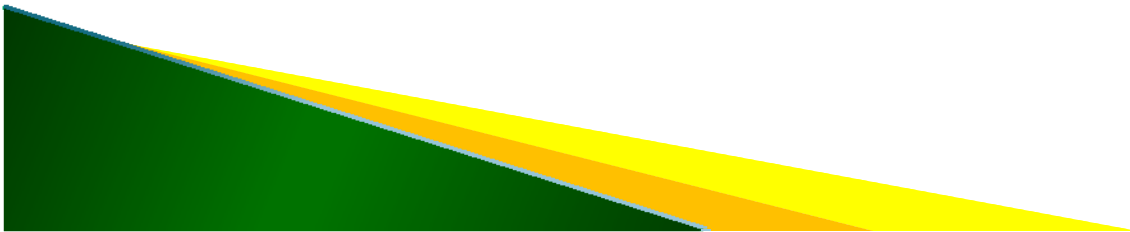
Pre-production Details

- ▶ Subjects who are not Extension employees need to sign a release form
 - www.ext.colostate.edu/staffres/photorel.pdf
- ▶ Property release also required
- ▶ Organize props ahead of time
- ▶ Scout out locations prior to filming
- ▶ Script/questions to talent ahead of time



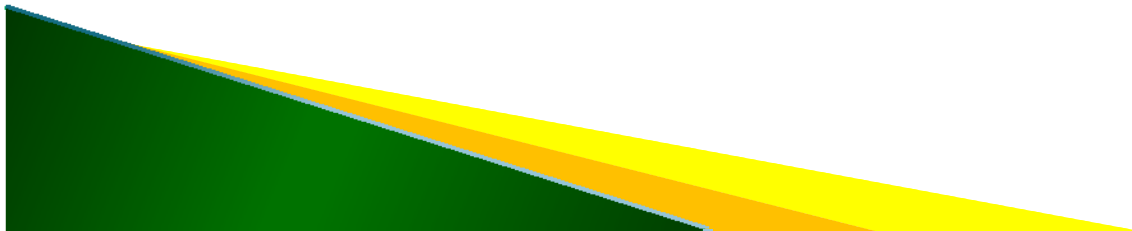
Tips: Video Shoot

- ▶ Video and audio recorded using both Canon pro video and Flip video cameras
- ▶ Question and answer script used while filming
- ▶ White board/poster for talking points



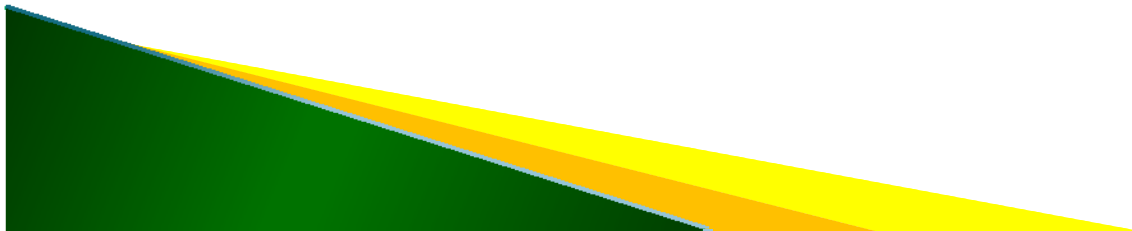
Tips: Video Shoot

- ▶ Plan according to the weather and sun:
overcast is good
 - Shoot before 10 a.m. and towards 6 p.m.
(summertime)
- ▶ Remember, you are the director and are responsible to make all the arrangements, organize equipment, props, speakers, shoot location, permissions, so that you don't waste time during the shoot.
- ▶ Two minutes of video could take 2–3 hours



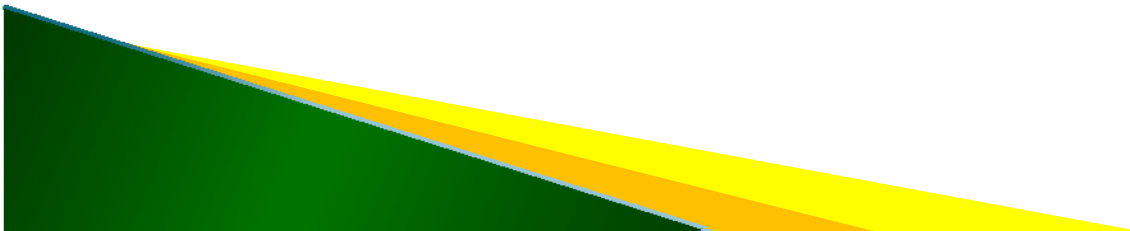
Tips: Video Shoot

- ▶ Minimize camera movements (panning, zooming)
 - especially important for online viewing
 - let subject move toward or away from camera
- ▶ When shooting B roll, shoot each shot for minimum 15–20 seconds (it can be edited later). Be sure B roll matches your script!



Tips: Video Shoot

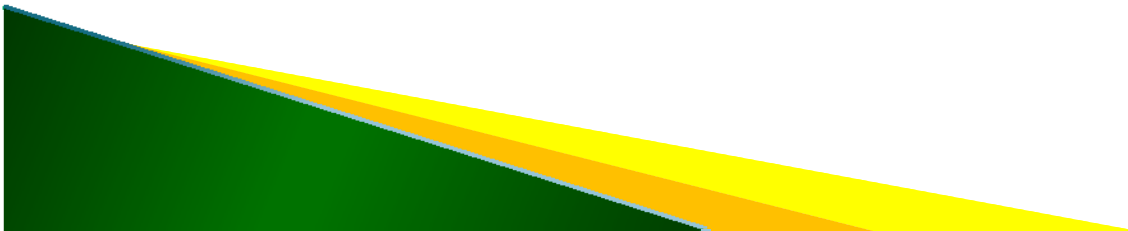
- ▶ Check background for distractions or scenes that aren't consistent with the message
- ▶ Find well-composed shots, try shots at different angles and different directions
MORE IS MORE
- ▶ Be aware of sounds around you when shooting (planes, cars, talking, etc) by using headphones or earpiece



Tips:

Video Shoot

- ▶ When shooting, avoid cutting off subject's waist, knees or feet at bottom of screen (photography 'rule of thirds' applies)
- ▶ Generally, set up tripod to shoot at eye level, giving the audience a more comfortable point of view
- ▶ Confirm that all the shots on the shot list have been filmed
- ▶ Make a list of all shots taken so you can stay organized when editing



Tips:

Post-production

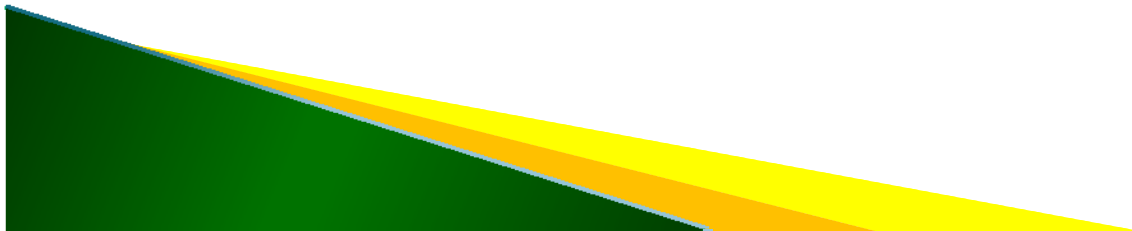
- ▶ Recorded video tapes were captured using Adobe Premiere software
- ▶ Video log sheets used for logging usable video clips
- ▶ Adobe Premiere software used to edit the clips into rough cuts; exported as .avi files
- ▶ Files uploaded onto the Extension ftp site to allow access for editing final product
- ▶ Raw footage 'transported' via auxiliary 500g hard drive



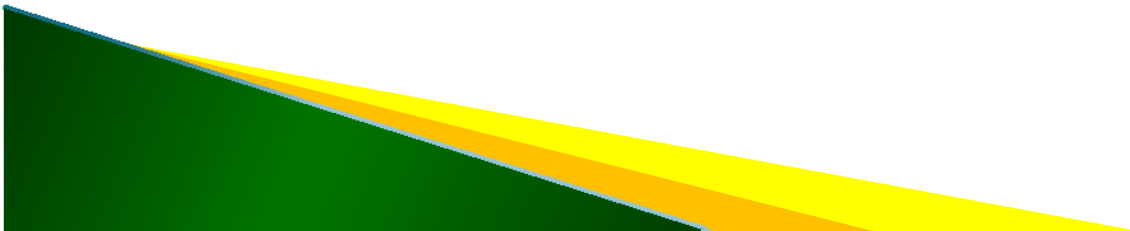
Tips:

Conversion

- ▶ Flip video footage uploads as .mp4 file
- ▶ Convert file to .avi
 - Prism video converter software
 - Adobe Premier Elements
- ▶ Render draft video in .avi format



- ▶ Credits should include:
 - Participants
 - Director
 - videographers/editors
 - reviewers (PhD preferred)
 - special thanks
 - additional photography
 - CSU Extension logo
 - date



Tips:

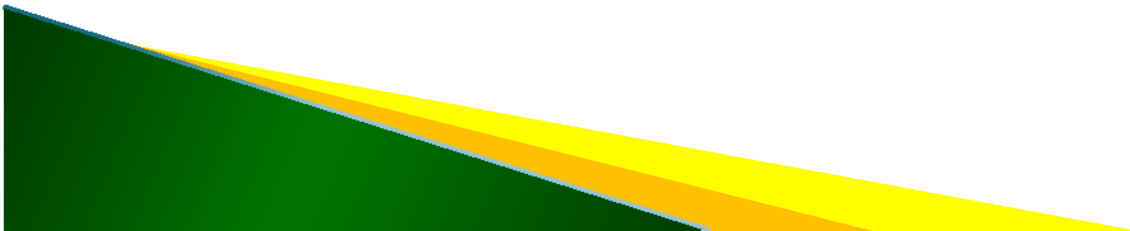
Posting Online

- ▶ For group review, post to YouTube.
 - ask for specific comments, on a specific timeline, with a specific deadline
 - delete old file once comments are received
- ▶ Comments received; edits made
 - www.ext.colostate.edu
 - send .avi file to Ruth Willson, via ftp server, dropio.com or Google docs, who will convert to an .swf file and post
 - Posting on local site?
 - work with your local webmaster



Tips: Posting Online

- ▶ Send link to interested and appropriate people for wider distribution
- ▶ Consider also posting final project to YouTube
- ▶ Direct questions about posting to Ruth Willson



Resources

- ▶ **CSU Extension: Jeff Wood's Technology Toolbox:**
<http://technotoolbox.blogspot.com/search/label/video>
- ▶ **Web Video: Making It Great, Getting It Noticed**
by Jennie Bourne and Dave Burstein
- ▶ **Flip video cameras**
- ▶ www.theflip.com/en-us/Products/mino.aspx
- ▶ **Prism Video Converter Software**
- ▶ www.nchsoftware.com/prism/

