VIDEO PRODUCTION ON A BUDGET

Presentation Overview:

1. Overview of video production
2. Video production on the cheap
3. Online resources
OVERVIEW OF VIDEO PRODUCTION

- Cameras
- Lighting
- Sound
- Post-production/Editing
CAMERAS

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- **Cell Phones** – almost everyone has one
- **Camcorders** – Canon VIXIA $200-$500
- **Sports/Action** – GoPro $400
- **DSLR** – Canon EOS Rebel T5i $750
LIGHTING

https://vimeo.com/videoschool/lesson/495/ep-3-working-with-light
• **Built-in microphone** – proximity is key, you must be close to your subject for this to capture good sound.

• **Handheld microphone** – good for old school reporting or off-screen voiceover narration.

• **Lavalier microphone** – great for interviews, it should be around 6 inches from the subject’s mouth.

*Tip:* If you don’t have a recording booth for your voiceovers, use your walk-in closet that’s full of clothes.

https://vimeo.com/videoschool/lesson/2/capturing-good-sound
POST-PRODUCTION AND EDITING

- iMovie is standard on all Macs and Movie Maker is standard on all PCs.
- Don’t go overboard on your editing with fancy transitions and text graphics.
- Don’t use copyrighted material. There are plenty of resources for stock video and music.

Keep it short and keep it simple.

- A one-minute script should be about 150 words
- A two-minute script should be about 300 words
- A three-minute script should be about 450 words

• Animation is expensive so you may want to look into hiring high school or college students who are looking to add to their portfolio.
• Use professional or amateur actors whenever possible.
ONLINE RESOURCES

• Vimeo Video School - https://vimeo.com/videoschool
• Vimeo Music Store - https://vimeo.com/musicstore
• YouTube Production Guidebook - 
• B&H Photo - http://www.bhphotovideo.com/
• Video Blocks - http://www.videoblocks.com/
• Audio Blocks - http://audioblocks.com/
• The Internet Archive - https://archive.org
• Wikimedia Commons - http://commons.wikimedia.org/
• Common Craft presentation visuals - https://www.commoncraft.com/
• GoAnimate: Simple do-it-yourself animation - http://goanimate.com/