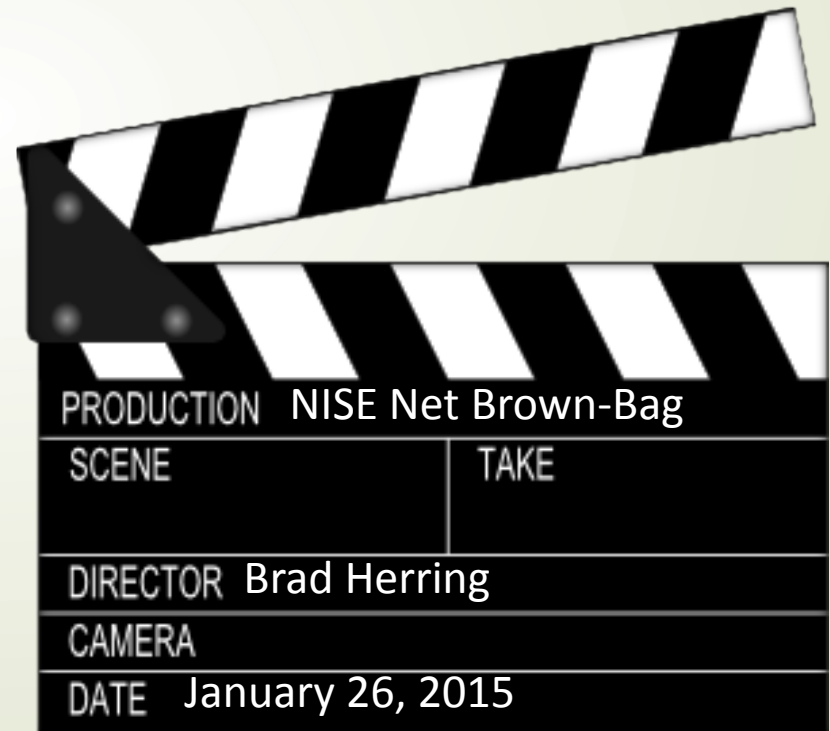


VIDEO PRODUCTION ON A BUDGET

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

VIDEO 101: CHOOSING A CAMERA



CAMERAS

- **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>

SOUND

- **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.

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.

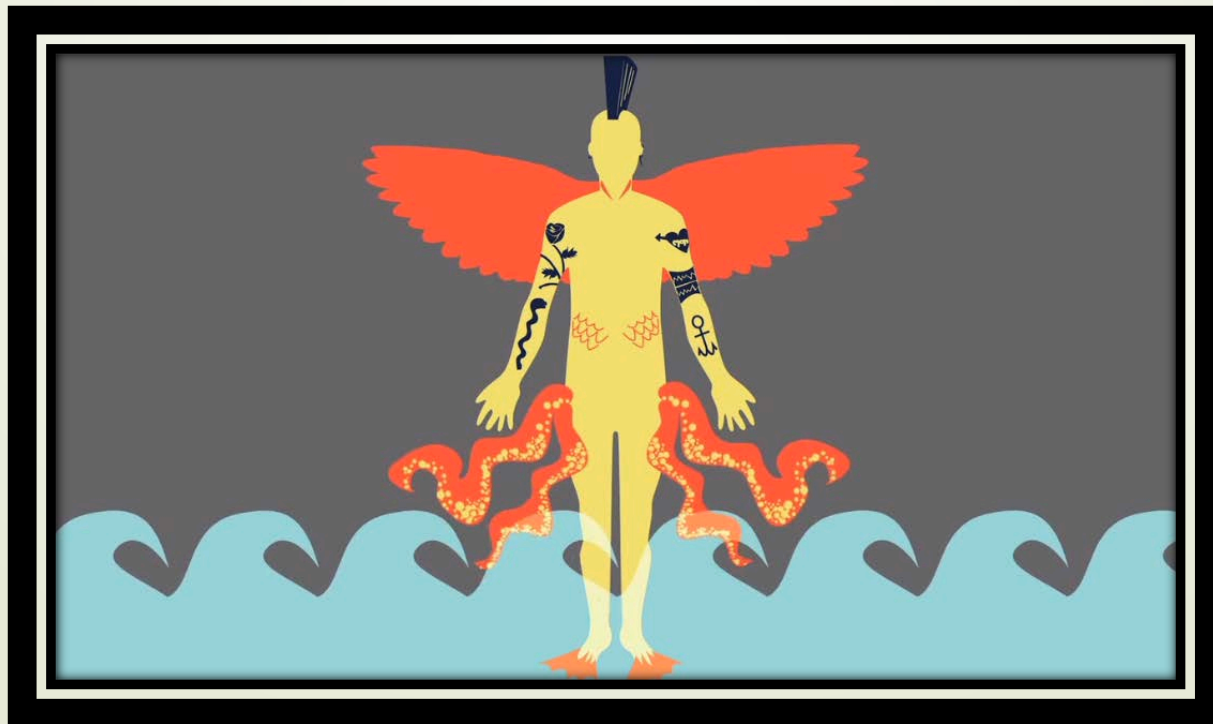
Keep it short and keep it simple.

- 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



OTHER TIPS AND TRICKS

- 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 - <http://static.googleusercontent.com/media/www.youtube.com/en/us/yt/creators/medias/pdfs/yt-creators-production-guide.pdf>
- 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/>