



Act 1: Pre-production

Scene 1: Getting Ready

Scheduling – time and staffing

Buy-in – Talk to administration

A shared vision -

What is the impact?

Discuss Return on Investment
(ROI) and cost-savings for
in-house development



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Act 1: Pre-production

Scene 2: Choosing a Topic

WHO: Who is your target audience?

WHEN: When is the deadline?

WHY: New product? New policy?

Deficiencies?

WHAT: What do you want to accomplish?

HOW: Demonstration? Scenario?



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Act 1: Pre-production

Scene 3: Planning details

Assess your budget and equipment

Consider your location – reserve your location and be prepared for retakes, if needed

Search for your stars – what are the roles?
Who is available? Let them know the time needed.



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Act 1: Pre-production

Scene 4: Storyboarding – a graphic representation of how your video will unfold and tell your story.

Shot-by-shot illustrations from the camera perspective with notes on the details

Visually guides filming and allows for early feedback and changes



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Act 1: Pre-production

Scene 5: Scripts

Scripts are critical

Clear and concise message

Get feedback and input from all key
players

Helps maintain consistency and
accuracy



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Act 1: Pre-production

Act 1 Summary:

Topic – Narrow down an ideal topic

Budget – Have a realistic budget

Actors – Recruit key actors/players

Time – Have dedicated and reserved time without interruptions

Storyboard – Guides the video process and helps to create scripts

Scripts – Set scripts that are well-rehearsed improve time used and help in editing



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Act 2: Production

Scene 1: Equipment Basics - Camera

Cell Phone – Very easy to obtain
and use

Camcorder – Relatively inexpensive
and easy to find and use

Digital SLR/Micro 4/3's – Expensive but
high quality

May be available from friend

Camera mount – Tripod or gimble



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Act 2: Production

Scene 1: Equipment Optional Basics Microphone

Built-in mics on camera

Shotgun mic – easy to use, only need one (if mounted onto a movable boom)

Wireless lapel mic – easy to hide, may need multiple mics (for each actor in the scene)



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Act 2: Production

Scene 1: Equipment

Optional Basics - Lighting

LED lights on stands

Very high quality but can be expensive

May include options for color changes
and variable power levels

Livestock heat lamp with LED bulb and
shower cap diffuser

Very inexpensive but less power



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Act 2: Production

Scene 1: Equipment

Extra equipment

Greenscreen, reflectors, clamps, etc.

Props

Limitless – actual items or fake

Many items can be replaced with lesser expensive or home-made substitutes



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Act 2: Production

Scene 1: Equipment Location

Your current space may be available
Sim Lab, classroom, in-situ, etc.
On location – City park or private yard
Greenscreen and photo or film overlay
Simple props to simulate location



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Act 3: Post-Production

Scene 1: Editing software

Name	Cost	Windows	Apple	Linux	Mobile
Kdenlive	free	X	X	X	
Audacity (audio only)	free	X	X	X	
Apple iMovie	free		X		
Shotcut	free	X	X	X	
Divinci Resolve	free	X	X	X	
FilMic	\$				X
KineMaster	\$				X
Hit Film Express	\$	X	X		
Corel VideoStudio	\$\$	X			
Adobe Premier Elem.	\$\$	X	X		



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Act 3: Post-Production

Scene 1: Editing software

Name	Cost	Windows	Apple	Linux	Mobile
Adobe Premier Rush	\$\$	X	X		X
Filmora 9	\$\$	X	X		
Cyberlink Pro	\$\$	X			
Pinnacle Studio	\$\$	X			
Lightworks	\$\$\$	X	X	X	
Final Cut X	\$\$\$		X		
Abobe Premier Pro	\$\$\$	X	X		



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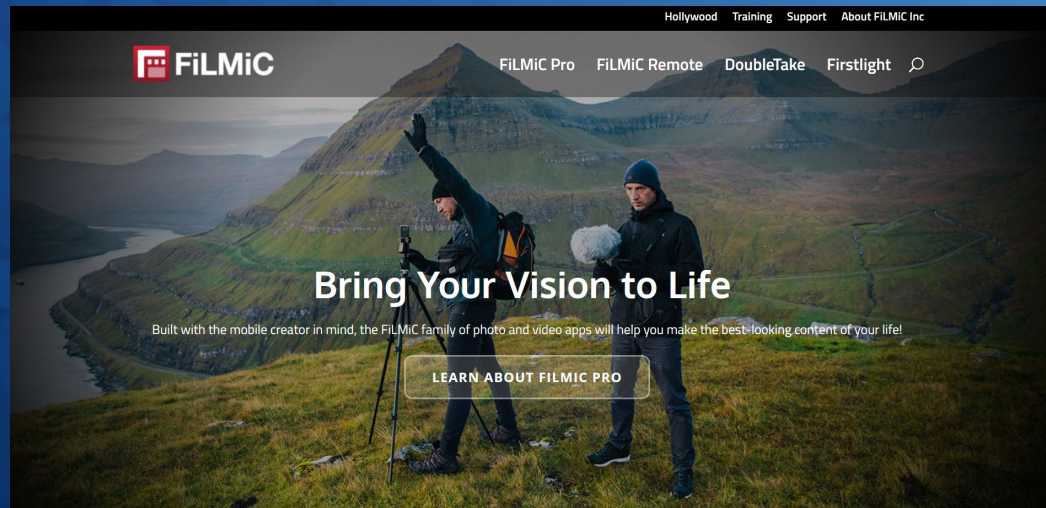


Act 3: Post-Production

Scene 1: Editing software



<https://www.filmicpro.com/>



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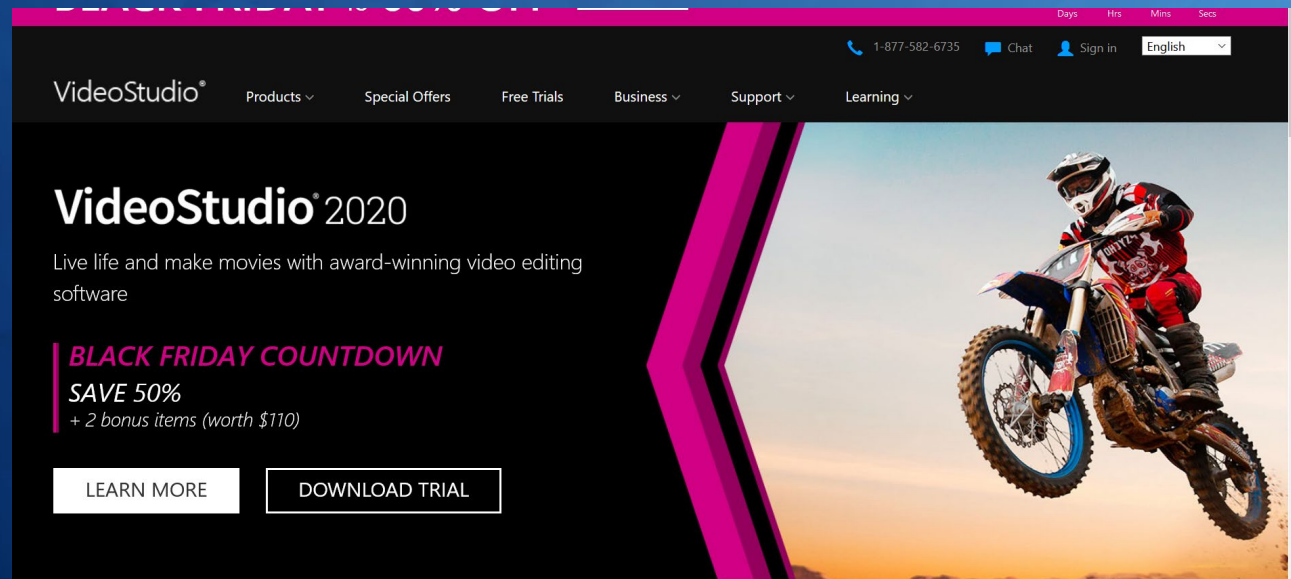


Act 3: Post-Production

Scene 1: Editing software

VideoStudio®

<https://www.videostudiopro.com/en/>



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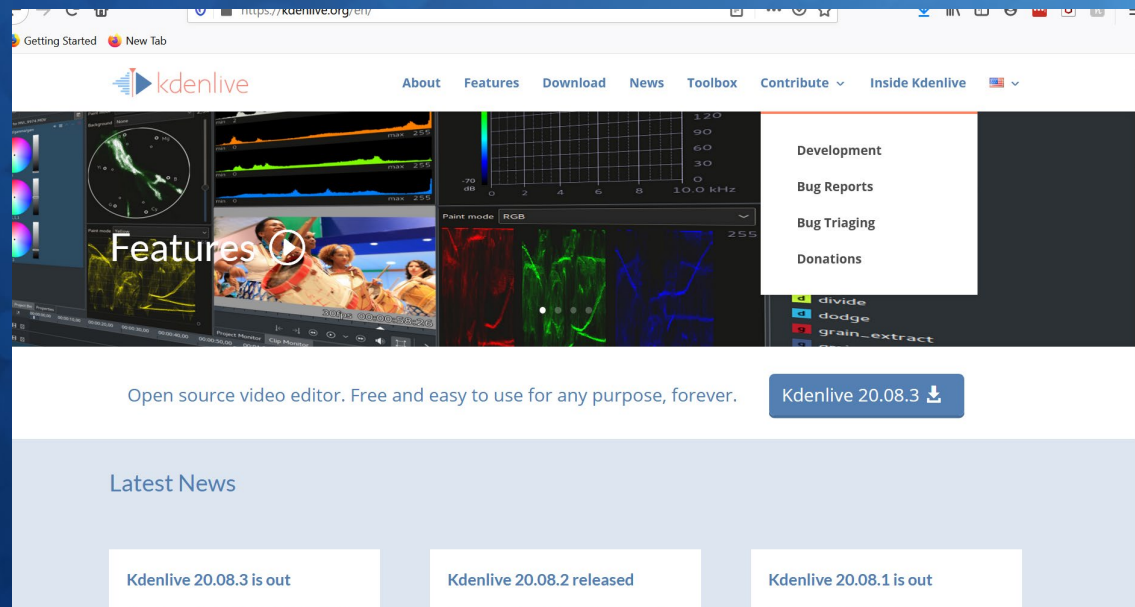


Act 3: Post-Production

Scene 1: Editing software



<https://kdenlive.org/en/>



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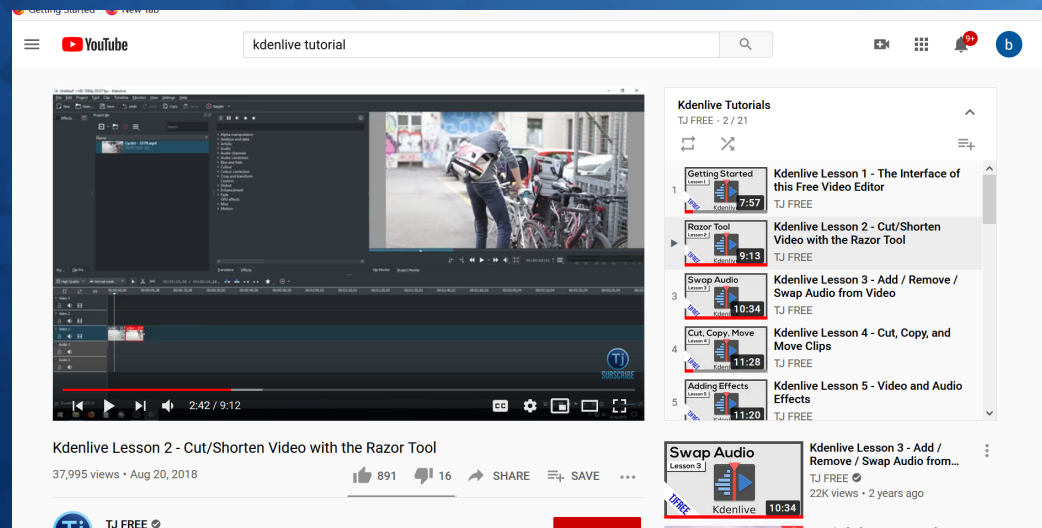


Act 3: Post-Production

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Multiple tutorial videos found on YouTube.com. This example is one by “TJFree” video tutorials



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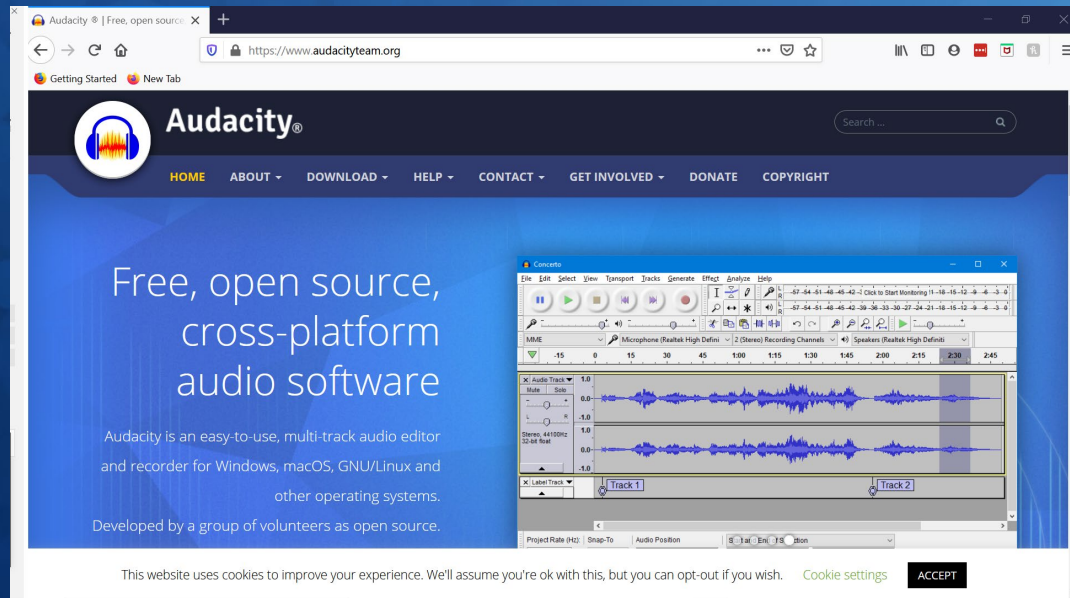
Act 3: Post-Production

Scene 1: Editing software



Audacity®

<https://www.audacityteam.org/micpro.com/>



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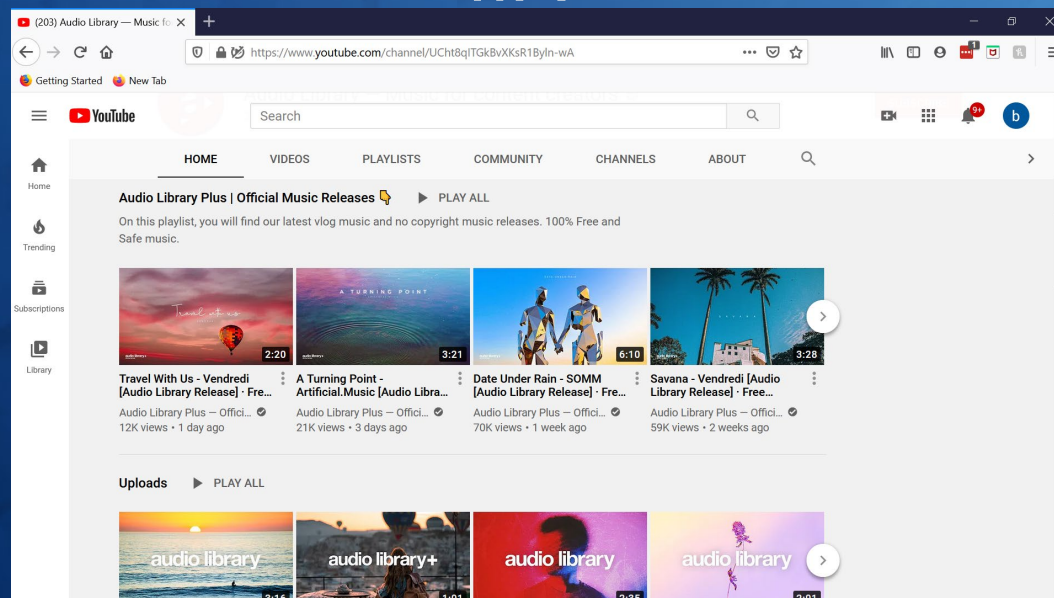


Act 3: Post-Production

Scene 1: Editing software



<https://www.youtube.com/channel/UCht8qITGkBvXKsR1ByIn-wA>



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Act 3: Post-Production

Scene 1: Editing software

Factor in extra time for editing. Editing ALWAYS takes much longer than you expect.

Extra tip:

Look into instruction about the creative side of filmmaking, not just the technical aspects. If your video is technically superior but does not engage or inspire your audience and communicate your message it may be pointless, or worse.



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Act 4: That's a Wrap!

Scene 1: Lessons Learned

Create and utilize a formal script

Ensure actors rehearse and memorize their lines

Creates consistency when filming multiple takes
and makes the editing process faster and easier

Make sure the script contains blocking as well as
timing cues

The timing of events should be mapped out



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Act 4: That's a Wrap!

Scene 1: Lessons Learned

Designate a director

Involved in every stage (planning, filming and editing)

Helps with scheduling time for actors

Oversees entire production and helps ensure a cohesive video

Makes final decision on any production issues that may arise



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Act 4: That's a Wrap!

Scene 1: Lessons Learned

Equipment Issues

Different cameras can cause some lighting discrepancies

If possible, try to use the same type of cameras and have them on the same settings

This will help prevent lighting issues during the editing process.



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Act 4: That's a Wrap!

Scene 2: Questions from the Chat Box



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