Video Projects
Production and Post-Production Recommended Guidelines
Amy Chadwell, Media and Digital Resources Librarian

This guide was made using:
NCSU Digital Media Assignments:
http://www.lib.ncsu.edu/cdm/assignments
University of Manitoba Marketing Communications Office Best Practices, Video: http://umanitoba.ca/admin/mco/videoguidelines.html
Yale University, “10 Tips for Capturing Great Video”
Tips for Video Projects: Production

1. Be prepared.
   - Be aware of your lighting. If you have to reshoot, try to do it at the same time of day.
   - Make a complete shot list before you go out to shoot.
   - Make sure your camera is fully charged or you have a charger/extra battery.

2. Consider - Sound/Audio
   - Keep subject close to camera.
   - Try to avoid or eliminate background noise.
   - Use a microphone if possible.

3. Consider - Lighting
   - It’s best to film with light hitting the subject from the front.
   - Cameras often come with modes for your setting.
   - Avoid bright sunlight and shadows. If inside, turn on all lights.
Tips for Video Projects: Production

4. Consider - Steadiness
   - Check camera for image stabilization feature - and turn on if available.
   - Use tripod if possible.
   - If no tripod, lean against a solid surface or hold camera arm bent and against your body.
   - Use camera’s auto focus unless camera is having issues.
   - Let subject move instead of camera.

5. Capture Film
   - Press “record” button and wait several seconds to signal action to begin.
   - Capture an establishing shot at the beginning of each scene.
   - Get shots that tell the beginning, middle and end of your story.
   - Try different angles and perspectives.
   - Make sure your footage answers the questions who, what, where, when, how and why.
Tips for Video Projects: Production

6. Consider - Composition
   - Make subject, background, color, and lighting work together in the shot.
   - Position subject off center for interesting shots.
   - Make sure there is no unnecessary space around subject.

7. Consider - Background
   - Keep it simple.
   - Keep props simple.
   - Make sure nothing is obstructing camera’s view.
   - Make sure objects don’t look like they’re growing out of your subjects.
Tips for Video Projects: Production

8. Consider - Shots
   - Only use zooms between close-ups and wide shots. You can edit out the abrupt zooms in your final movie.
   - Try and get at least two types of camera shots for each scene you film: close-up, medium, or wide.
   - Record a few seconds before and after a scene so it will be easier to edit.

9. Consider - Candids
   - Bring along a digital still camera so you can incorporate still photos into your movie.
Tips for Video Projects: Post-Production

1. Story
   - Use the script/storyboard as the blueprint for your video.
   - Remember the story and stay true to the narrative.

2. Special Effects
   - Avoid flashy transitions and effects.
   - Do not complicate your video with too much info.
   - Keep it simple.

3. Publishing
   - Allow yourself enough time to export and upload your project. Exporting typically takes at least the length of your video - usually about twice as long.
   - Think about how your instructor wants you to publish your project (Google Drive, DropBox, DVD, YouTube).
   - Make sure you do not have any copyrighted materials in the video. If you need outside footage or audio for your video, be sure to use public domain, creative common licensed, or fair use materials.
Have more questions?

- **ONLINE** - There are tons of free guides online for video production - both pre and post production, offered by HPU Libraries and by many others.
- **ASK US** - Call us at 336-841-9103.
- **COME SEE US** - Email us at media@highpoint.edu with your questions and we will schedule a meeting with you.
- **REQUEST A WORKSHOP** - We are happy to cover these guidelines and more with your class.