Many instructors assign video projects to classes, but then are disappointed when the students turn in a lackluster or late final products. This guide will help you and your students with production and post-production strategies for making better videos.

*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
   - Always be aware of your lighting by knowing your setting.
   - Make a complete shot list.
   - Make sure your camera is charged and bring a charger in case the battery fails.

2. Sound/Audio
   - Keep your subject close to the camera.
   - Eliminate background noise as much as possible.
   - Use a microphone if available.
   - Use headphones while filming to monitor the sound quality.

3. Lighting
   - It’s best to film light hitting subjects on the front.
   - Camera’s sometimes come with camera mode settings to match your lighting conditions.
   - Avoid bright sunlight and shadows in the shot. If filming inside, turn on all the available lights.
Tips for Video Projects Production

4. Clear & Steady
- Use image stabilization feature if available.
- Use tripod whenever possible.
- If no tripod is available, hold your bent arm tight against your body or lean against a solid surface.
- Use your camera’s auto focus mode unless the camera is having trouble focusing your subject.
- Hold camera still and let subject provide motion.

5. Capture Story
- Press “record” for several seconds before you cue 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, when, where, and why.
6. Composition
- Make subject, background, color, and lighting work together in the shot.
- Position your subject off center for interesting shots.
- Make sure there is no unnecessary space around the subject.

7. Background
- Keep background simple.
- Make sure props are necessary and do not distract from the subject.
- Nothing should obstruct the camera’s view.
- Make sure objects do not look like they are growing out of your subjects.
Tips for Video Projects

Production

8. 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.
- Use extra video cameras so you can capture many different angles in the same shot.
- Record a few seconds before and after a scene so it will be easier to edit.

9. Candid Shots
- Bring along a digital still camera so you can incorporate still photos into your movie.

10. Be Prepared - Again!
- Put camera into “safe” mode once you are done filming.
- If you have to reshoot, do so at the same time of day so the lighting matches your earlier footage.
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. Publish
   ○ 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, Drop Box, 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.
What can HPU Media & Digital Services Offer?

HPU Libraries Media Services staff can help you in several ways, depending on your needs:

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<tr>
<th><strong>Face-to-Face Consultation</strong></th>
<th>just schedule an appointment by emailing <a href="mailto:media@highpoint.edu">media@highpoint.edu</a> or the Media &amp; Digital Resource Librarian</th>
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</thead>
<tbody>
<tr>
<td><strong>Phone Support</strong></td>
<td>call 336-841-9103 or 336-841-9462 for assistance</td>
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<tr>
<td><strong>Online Help</strong></td>
<td>help yourself to Media Tutorials and Copyright &amp; Free Media Resources guide found on the Media Services homepage: <a href="http://www.highpoint.edu/library/media">www.highpoint.edu/library/media</a></td>
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<tr>
<td><strong>In-class Workshops</strong></td>
<td>schedule for us to come to your class</td>
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