



- Quick Guide
- Multimedia
- Video

Making a video: tips for success

Pre-production

- Create a video treatment:**
to lay out aims and creative style (talking head or role play, location, effects, etc.)
- Create a file naming convention:**
and structure your folders for easy retrieval of all production docs, footage and assets
- Write script and edit to correct length:**
simplify the message and avoid technical terms and acronyms
- Ensure script matches client brief:**
covers aims and fits brand guidelines
- Create shot list from script:**
including descriptions and lengths of scene, actors required, and notes for filming or extra kit
- Organise shot list:**
for best use of time, identifying a sequence based on locations, not order of the script
- Collate all assets:**
check permissions and quality (logos, titles, music and images)
- Produce editing guide:**
including references to all assets for each shot
- Secure sign-off:**
for treatment, script, shot list and editing guide
- Book appropriate equipment and crew:**
refer to shot list for any extra kit requirements
- Book actors:**
and send script
- Book autocue operator:**
and send script
- Book venue and confirm timings with crew:**
allow at least 1 hour set up and 1 hour de-rig
- Book all transport and parking:**
and arrange any insurance and permits
- Check Public Liability Insurance is in place:**
to cover third party injury or damage to property

- Complete a risk assessment:**
and send to venue
- Secure any 'permissions to film':**
required by venue or from subjects in video
- Agree wardrobe and prop requirements:**
avoid white, black, multicoloured, patterned, or shiny material, or green clothing in green screen

Basic kit list

- Camera and tripod with plate:**
with extra charged batteries, plus mains charger, memory disks/cards and connection cable
- Lenses required for all shots:**
wide angle, prime, zoom lens, and cleaning kit
- Microphones and headphones:**
extra batteries and any stands/booms
- Lights and lighting gels:**
extra batteries and mains cords/chargers
- Video monitor, laptop and hard drive:**
to view and save rushes, plus mains charger, all firewires and connection cables
- Gaffer tape for multiple purposes:**
sticking down tripping hazard cables and marking where people stand, etc.
- Props and make-up:**
review for each shot and keep shine off actors
- Copies of all documents:**
script, shot list, editing guide, risk assessment, insurance, permissions, plus digital back-up

Set up

- Find the best position for filming:**
location needs to be well lit and quiet. Reduce sources of noise and turn off air con if possible.
- Connect and test all equipment:**
including autocue, lighting and audio
- Turn off all mobile phones on set:**
to avoid unwanted noise and refilming
- Record a buzz track:**
to get the ambient noise of location recorded

Filming

- Light your subject:**
with light source behind the camera. Use 3-point lighting to eliminate harsh shadows
- Get physically close to your subject:**
rather than using zoom, to reduce effects of camera movements
- Set camera at same height as your subject:**
eye level provides the best head shots
- Use the Rule of Thirds:**
for a balanced composition of your subject and be aware of what's in the edges of the frame
- Check white balance:**
to keep your colour tone consistent, especially if filming in different locations or lighting conditions
- Use the right microphone:**
and not the built-in mic. For interviews and other close-up work, use a lapel mic
- Check audio levels:**
use headphones during filming to monitor quality of the recorded audio
- Review actor's speed of talking:**
this could make the material inaccessible for some people
- Film multiple shots of the same scene:**
to give different perspectives and visual interest, but don't overdo it
- Film an establishing shot:**
to set the scene. This could be wide angle, or a close-up of an element in the scene
- Film cutaways:**
to break up your video and to provide smooth joins for your edits
- Keep a steady shot:**
use a tripod, taking care not to knock it. Or do you want the documentary-style shaky look?
- Keep rolling:**
for greater flexibility in editing. Allow fade space and film 5 seconds before and after action
- Keep reference photos of shots:**
to avoid continuity errors (clothing, make-up, hair, props) especially if filming on different days

- Keep a log sheet:**
to record all takes and mark best of each shot
- Keep subject in focus:**
preferably use manual, as auto-focus can jump about if there's movement in the shot
- Avoid fast pans and zooms:**
if you want your video to look professional. Use a slow zoom sparingly for a specific purpose
- Keep out of your own film:**
avoid fingers near the lens, hair dropping into shot and reflective surfaces in the scene
- Stay alert to your surroundings:**
be mindful of risk assessment and the extent of your permissions and insurance
- Save all rushes onsite:**
check they have saved correctly and create an additional backup for extra security

Post production

- Create a project file:**
with appropriate settings for your end use (aspect ratio, data rate, resolution)
- Import content:**
footage and assets, images and music
- Create your timeline:**
follow shot list and log sheet for timings
- Edit audio:**
apply any correction or buzz reduction
- Add subtitles for accessibility:**
with an on/off option
- Add additional content:**
title screens, end credits and logos, referring to editing guide and brand guidelines
- Export first draft for review:**
expect changes
- Make amends:**
submit second draft for approval
- Export final video:**
to required format (WMV, MOV, AVI, MP4)
- Archive the project:**
make a second back-up for security



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hello@juvols.co.uk
0121 3645959
www.juvols.co.uk