

Video Production Tips and Tricks

TAKE YOUR VIDEO TO THE NEXT LEVEL

How to become a video production master

- ⦿ Equipment
- ⦿ Planning
- ⦿ Shooting
- ⦿ Editing
- ⦿ Distribution



Video Camera

- Like any purchase be sure to check out all of the online reviews.
 - Camcorderinfo.com is a good place to start.
 - User reviews are helpful as well.
- I suggest buying a camera that uses a hard drive rather than tape for recording.
- Buy a camera with a built in microphone

Why hard drive?

- ① You can copy the file directly to your computer and start editing without reformatting.
- ① Hard drives have a much larger capacity.
- ① Most hard drive cameras output video files in a format that free editing software accepts- ex. Mpeg.



Hardware

⦿ Microphones

- For most shoots a built in microphone will be sufficient.
- Prosumer wireless mics are available for a reasonable price for interviews in locations with high ambient sound levels.

Azden WLX-PRO



Hardware

- ⦿ A tripod is essential for static or panning shots.
 - Make sure to buy one with a fluid head for smooth panning

Davis & Sanford PROVista7518B



Hardware

⦿ Lighting

- In most cases you won't need it if you shoot during the day
- If you need it for shots of closets, basements etc. an inexpensive shop light aimed at a wall or ceiling will work well.
- For interview shots inside use white foam board to reflect light onto subject



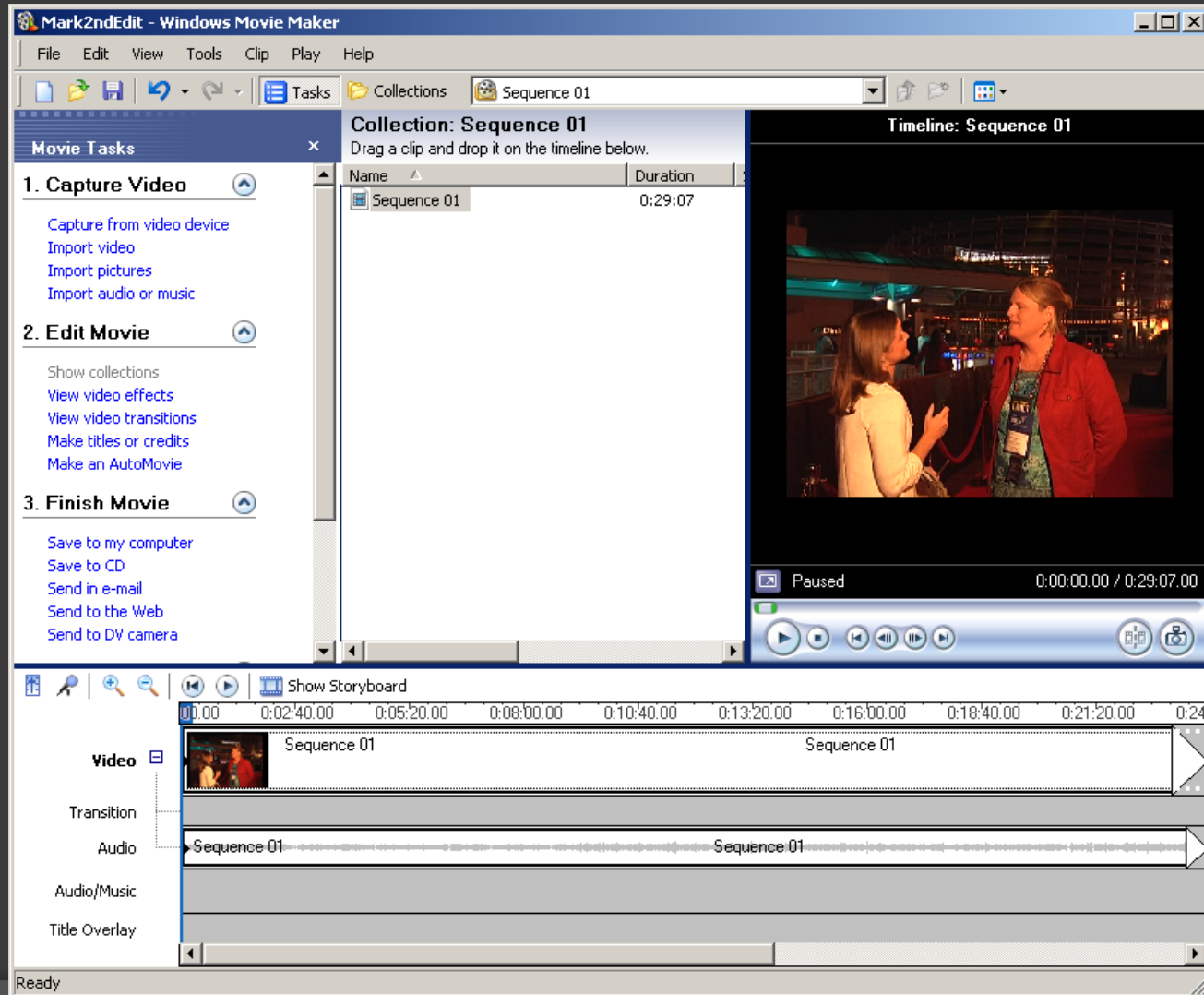
Software

- Editing
- Formating

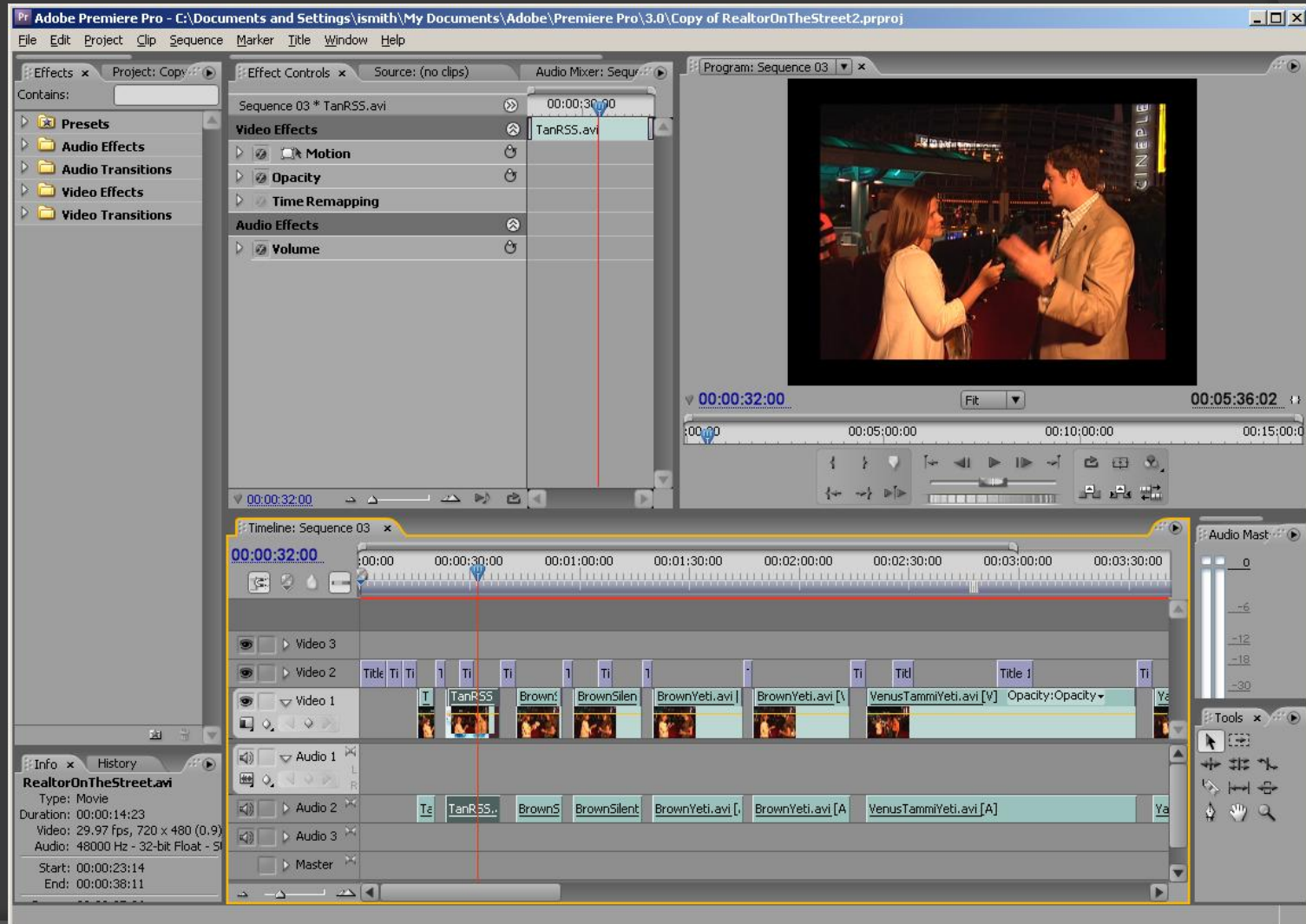
Editing software

- ◎ Both Apple and Microsoft offer free video editing software with newer operating systems.
 - MS- movie maker
 - Apple- imovie

Moviemaker



Adobe Premiere



Planning

- ⦿ Location
- ⦿ Shoot outline
- ⦿ Equipment list

Location

- ⦿ Where will your video shoot take place?
 - Will you need production assistance?
 - What time of the day is the site available?
 - Permission to shoot at location(s).

Shoot outline

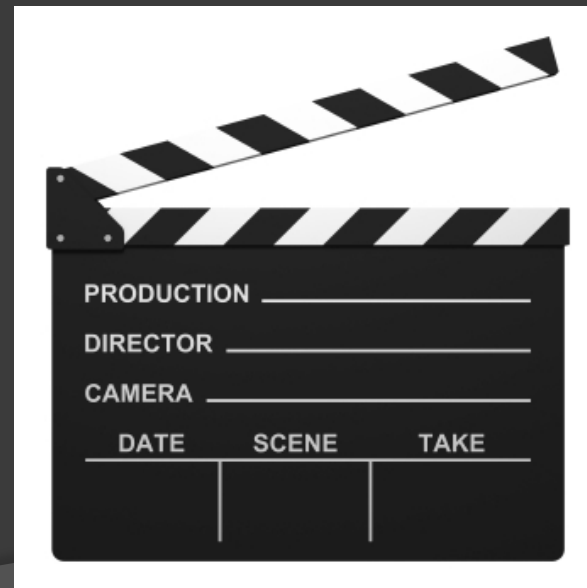
- ◎ Create an outline
 - List of shots needed.
 - Equipment needed for each shot.
 - Time required for each shot.

Equipment list

- ◎ Create a list of all equipment needed
 - Camera
 - Lights
 - Foam board
 - Power cords
 - Tripod
 - Microphones
 - Etc.

Shooting the video

- Now that you have your equipment and plan it's time to shoot the video



Shooting tips and tricks

◎ Stay calm!

- Filming is a creative process. Feel free to experiment with shots.
- If you feel the need for moving shots try to avoid excessive camera movement
- Review your shots. Don't be afraid to take a few tries, in most cases you'll have more than enough recording memory.

Editing

- ⦿ Editing is where you can add pizzazz!
 - Titles and text comments
 - Transitions
 - Stay away from jarring effects
 - Background music
 - There are many sources for free music and sound effects on the web
 - Voiceover
 - A microphone will be required for voice overs

Editing

- ⦿ Video editing software can be frustrating to use. Search online for tips and be sure to use the 'help' provided with the software.
- ⦿ Search video hosting sites for editing ideas.
- ⦿ Export your video in a format friendly to your video hosting site.

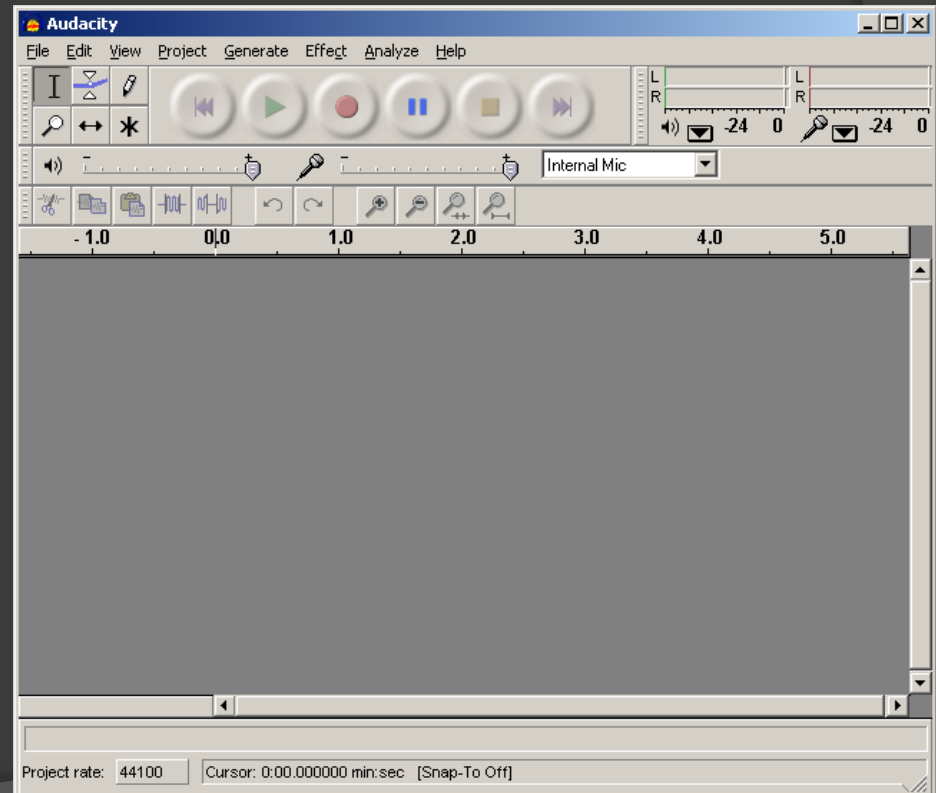
Audio

- Free audio sites

- www.royaltyfreemusic.com
- freeplaymusic.com

- Audio recording

- Audacity



FormatFactory



Distribution

- ⦿ Now that you have your video it's time to show it to the world. Let's look at your options.

YouTube

The screenshot shows a Mozilla Firefox browser window displaying YouTube search results for "real estate for sale". The browser's address bar shows the URL: http://www.youtube.com/results?search_type=&search_query=real+estate+for+sale&. The YouTube logo and navigation menu are visible at the top. The search results are sorted by Relevance and show 1-20 of about 25,400 results. The results include several video thumbnails with titles and descriptions, such as "Dean Graziosi's Secrets", "Coldwell Banker", "US Wyoming Ranch Land For Sale", "Wilton New Hampshire (NH) real estate for sale", "Lennar Rewards", "Real Estate Tours", "1997 Ford Probe", and "Coldwell Banker is ON LOCATION near you.".

YouTube - real estate for sale - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.youtube.com/results?search_type=&search_query=real+estate+for+sale&

YouTube Broadcast Yourself™ Worldwide | English Sign Up | QuickList (0) | H

Home Videos Shows Channels Community real estate for sale Search Up

"real estate for sale" results 1 - 20 of about 25,400

All Channels Playlists Sort by: Relevance Uploaded: Anytime Type: All Advanced

Dean Graziosi's Secrets Promoted Videos
Best Seller Reveals How To Be A **Real Estate** Millionaire. Get It Now
2 months ago 1,523 views [DeanGraziosiInc](#)

Coldwell Banker
Check Out On Location for Video Listings, **Real Estate** News & More!
[coldwellbanker](#)

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★★★★★ 1 year ago 10,823 views [RMTPROPERTIES](#)

Wilton New Hampshire (NH) real estate for sale
For additional information on this home, visit [www.McDanielRealEstate.com](#) This recently renovated home on just under an acre in Wilton, New ...
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Lennar Rewards
Get Great Discounts & Bene
Leading Retailers. Watch &
2 months ago
★★★★★

Real Estate Tours
Hundreds of home videos in
PA, CT, MD & VA. Take a tou
[weichertlistings](#)

1997 Ford Probe
Sleek, Fuel Efficient and Coc
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3 weeks ago
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Coldwell Banker® is ON LOCATION near you.

Playlist Results for **real estate for sale**

LUXURY HOMES (play all)
Palm Springs **Real Estate For Sale** in California (1:46)
6.5 MILLION DOLLAR LUXURY VIDEO HOME TOUR - Scottsdale, Arizona **Real**
14 Million Dollar Paradise Valley Luxury **Real Estate** Homes Tour - Arizona

Alternatives

- Vimeo
 - MySpace Video
 - Google Video
 - Yahoo Video
- <http://www.squidoo.com/videohosting>

Embedding videos

- Once you've uploaded your video you can either add a text link to it on your website or embed it. Embedding is now the standard way and it's really just as easy as adding a link *depending on the requirements of your hosting software.

Summary

- Make sure you have the proper equipment
- Scout your location and create a shooting plan
- Be creative on your shoot
- Look to others for editing ideas
- Choose a video hosting site you're comfortable with *or choose many
- Remember to backup all of your videos locally

Questions?

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