

Video Production Tips, Tricks and Techniques

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Video Projectios:

Video is projected to claim more than 80% of all web traffic by 2021.

According to Hubspot, 80% of customers remember a video they watched in the last month.

90% of customers report that product videos help them make purchasing decisions.

According to YouTube, mobile video consumption grows by 100% every year.

64% of customers are more likely to buy a product online after watching a video about it.

87% of online marketers are currently using video content in their digital marketing strategies.

A third of all the time people spend online is dedicated to watching videos.

Tips

Video Production: Tips, Tools and Techniques

Plan ahead

- What is coming up in your area?
- How can you promote/educate about it via video?
- Guesstimate how long it will take you to produce
- Story board or shot sheet your plan
- Give yourself, and the production, ample time

So let's say you hoping to use video in your social media, think about
What is on the calendar in your county or program?

Is there a possibility you can enhance interest with a video?

(Video is projected to claim more than 80% of web traffic by 2021)

How long will it take you to put a video together? (Consider the style, the final length,
social media channel)

Plan it out with a storyboard or a shot sheet. What should you be recording?

Give yourself, and the video production, plenty of time to produce it. Maybe a week?

Again, plan it out

Set iPhone Camera Resolution



Limited space?

Adjust resolution:

- Settings > Camera
- Record Video
- 720p HD at 30 fps

How many of you with iPhones are already experiencing limited space availability, AND you're thinking about shooting video? Then you may want to consider adjusting your recording resolution to 720p

The default is 1080p but its roughly 130 megs per sec where 720p is roughly 60 megs per sec

Here's the steps...

Go to Settings > Camera> Record Video. Select: 720p HD at 30 fps to reduce storage demands

Attribution

If you use images, video or music from an outside source, be sure to attribute it to the provider

- Either as small text as the clip or image plays
- Or during the credits, for instance, with music

Best to be proactive

If you're going to use someone else's work, please take time to acknowledge it's use. It's not only a good professional courtesy but could save you some headaches later, especially if the owner decides to get huffy with you. Using your editing software, either add it as a lower third or small text string on the video while the clip or image is seen. Or put a reference in the final credits (You can put in the description but unsure if that meets legal criteria of attribution). Best to be proactive. Eventually we might see a day when legal stuff starts to get real dicey.

Product Disclaimer

If you show or actively mention products, use disclaimer:

“Product brands shown during this video are for educational purposes only and are not directly or indirectly endorsed or recommended by the University of Florida/IFAS”

If your video clearly shows a product, like if someone on camera interacts with it and especially mentions it by brand name ("Roundup" instead of "glyphosate.") strongly suggest you use this disclaimer text. Either at beginning or end of video. The University will thank you..

Tools

Video Production: Tips, Tools and Techniques

Remember who can remember the audio remark in the Basics video?
“80% of video is good audio.” A way to achieve that is with a good mic system, especially if you’re going to have someone on-camera talking.

Movo PM20-S



- Two mics instead of one
- Long cable to work with
- Good sound quality
- VocaLive app on iPhone



<https://www.movophoto.com/collections/audio-mixers-for-smartphones/products/movo-pm20-s>

Mention Vocalive app

Ulanzi Smartphone Video Rig



- Holds smartphone
- And other add-ons
- Light, microphone, etc.
- Movo WMIC10 Wireless system

One of many smartphone rigs. http://www.ulanzi.com/page87?product_id=17
Available from Amazon for roughly \$16.00

Movo WMIC10 Wireless Lav System

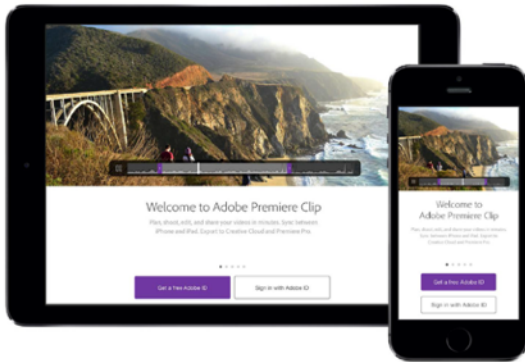


- 50' transmission range
- One microphone
- Uses AA batteries
- Mount to Ulanzi or other smartphone video rig

This system is roughly \$70 and it has about a 50' range. It has one lapel mic and uses double A batteries.

<https://www.movophoto.com/collections/audio-mixers-for-smartphones/products/wmic10-wireless-microphone-system>

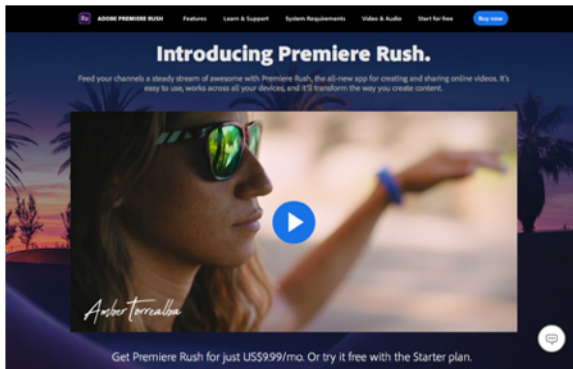
Adobe Clip



- Free editing video editor
- Apple and Android
- Similar to iMovie
- Requires Adobe ID
- Can segue project to Adobe Premiere

https://www.adobe.com/products/premiere-clip.html?promoid=KQFPM&s_cid=70114000002CfGJAA0&s_iid=70114000002ChdJAS

Adobe Premiere Rush



- Video editing program
- Apple, Windows, soon available on Android
- Similar to iMovie
- Requires Adobe ID
- Adobe CC License

<https://www.adobe.com/products/premiere-rush.html>

Techniques

Video Production: Tips, Tools and Techniques

With many of the videos produced with smart phones and tablets use roughly five different techniques in the production realm

Techniques (Various Examples)

- [Demonstration](#)
- [Educational](#)
- [Promotion](#)
- [Interview](#)
- [Adobe Spark Video](#) (Telling a story)

Demonstration - produced by Carrie Stevenson with IFAS Extension Escambia County

Educational – produced by Samantha Grenrock, IFAS Communications

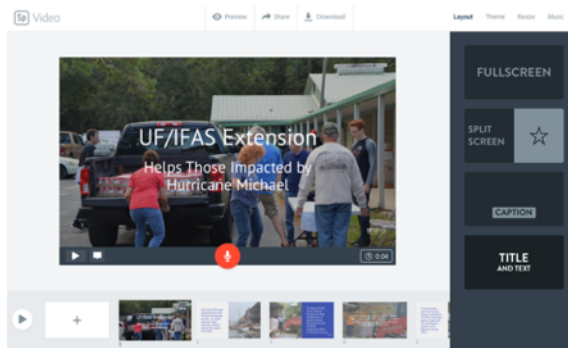
Promotion – produced by IFAS Communications Video

Interview – produced by Rob Annis, IFAS Communications Video

Adobe Spark Video – produced by Al Williamson, IFAS Communications Video

Many viewers like a good story, telling them about something of a feel good event where others were helped. In this example, I used Adobe Spark for a post Hurricane Michael event where Extension helped with a food drive. Consider using Spark if you have more photos than video. You can make a viable video within an hour. Adobe has templates that help you walk thru the story telling process.

Adobe Spark Video



- App and online version
- Nice story approach
- Different themes
- Requires Adobe ID
- If you have Adobe CC License, allows Pro access for branding

Spark Video is available as app and as an online service from Adobe.

(You can start the process using the app on a device and then pick up where you left off via the online version.)

Lots of available themes but be careful with going overboard with some of the themes

Requires an Adobe ID

If you have Adobe Creative Cloud license, you have pro level access which allows for branding (adding logos, UF specific colors, etc.)

Introduce Savanna Barry, original iPad Video user, has grown into during more advanced productions with high end gear and software. She has some great insight to provide..

Videos in Practice

- Makes educational content...
 - Engaging
 - Shareable
 - Tangible
 - Memorable
 - Repeatable



Dr Savanna Barry's section

Videos in Practice

- But there are trade-offs
 - Production time up-front
 - (but can save you time later)
 - Learning curve – can be steep
 - Investment in equipment



Dr Savanna Barry's section

Videos in Practice

- Evaluation
 - Promotional:
 - Social media views, engagement, minutes of viewing time
 - Educational/Demonstration:
 - Viewership #s from workshops, questions on workshop evals, online polls, enhancement of blog readership/view time
 - Other outcomes? Standardization of a volunteer training, time saved for you, awareness of your program, awards...

Dr Savanna Barry's section

Videos in Practice

- Editing software – ease of use vs. capability
 - Windows Movie Maker
 - iMovie
 - Adobe Clip
 - Adobe Premiere
 - Camtasia



Dr Savanna Barry's section

Living Shoreline Video

iPhone, GoPro, budget lav mic, iMovie, free music



Produced by Dr Savanna Barry <https://youtu.be/aEEcuKKSe3o>

Tag Re-Sighting Video

Nikon DSLR, budget lav mic, GoPro, Adobe Premiere /After Effects, AudioBlocks music



Video not available on YouTube

FMNP Sponge Restoration Video

Nikon DSLR, quality lav mic, GoPro, Adobe Premiere/After Effects, AudioBlocks music



Video not yet available on YouTube

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