CREATING A VIDEO

• Who to Hire
• Equipment
• Programs for Editing
• Storyboarding
• Production Time
• Background Music
• Closed Captioning and Video Release
• University Marketing
HIRING STUDENTS

- Seek out New Media Communications Students
  - Most have taken video production courses
  - Need practicum credit before they graduate
  - 30 hours UNPAID = 1 credit
  - Final Cut Pro in Milne

- Contact Jeffrey Hale the NMC Advisor to send mass email
  - jhale@oregonstate.edu

- Skills students would need:
  - Good understanding of Final Cut Pro and taken production course
  - Know how to work with video, audio, and lighting equipment, and write storyboards

When in doubt..... Ask to see their work!
Video Camera Options- What’s out there?

- (Flipcam, camcorder, professional video camera, GoPro, D-SLR)

- highest quality camera = highest quality output
  - I recommend mid-range camcorder or D-SLR ($500 and up)
  - Step above that is a professional camcorder ($1400 and up)
TAILOR VIDEO CAMERA CHOICE TO NEEDS (EXAMPLES):
- SONY NEX-VG20 interchangeable lens
- SONY camcorder with optical steady shot
- speedy autofocus with D-SLR
Rents video cameras to students:
- [http://oregonstate.edu/is/mediaservices/sms/undergraduate-video-camera-kits](http://oregonstate.edu/is/mediaservices/sms/undergraduate-video-camera-kits)

...And to staff:
- [http://oregonstate.edu/is/mediaservices/sms/faculty-staff/equipment/video-cameras](http://oregonstate.edu/is/mediaservices/sms/faculty-staff/equipment/video-cameras)

Problems:
- rental fee for faculty and staff ($15-$75/day)
- Limited availability of video cameras and other equipment
- Students currently have to be in a production course to rent the cameras OR working on related project (practicum!)
- Memorial Union Program Council office has mid-range camcorder to rent and NO FEE
- Anywhere else on campus?
Most video cameras have automatic light settings

Natural light works great:
- Shoot outdoors
- Position subject so they are facing the window light
- Can adjust lighting in video editing software as well

Don't make my mistake!

Problems:
- Limiting self to specific shooting hours
- Locations
- Relying on good weather
- Lose video quality
NATURAL LIGHT
LIGHTING EQUIPMENT
STUDENT MULTIMEDIA SERVICES

- [http://oregonstate.edu/is/mediaservices/sms/undergraduate-camera-accessories](http://oregonstate.edu/is/mediaservices/sms/undergraduate-camera-accessories)
LIGHTING EQUIPMENT AND NATURAL LIGHT COMBINED
**Recommendation:** Purchase small clip on mic ~ $25
- 99% of the time you want to utilize a mic
- Good to focus on subjects voice and eliminate background noise

**SMS:**
- [http://oregonstate.edu/is/mediaservices/sms/undergraduate-audio-kits](http://oregonstate.edu/is/mediaservices/sms/undergraduate-audio-kits)
  - Boom mic (good when interviewing people)
  - Table-top mic (conferences)
  - Wired mic (good in loud settings)
  - Wireless mic
STEADYING YOUR SHOT
TRIPOD OR SHOULDER MOUNT

- Want to use tripod for steady shots:
  - Interviews, panning shots, events
  - Rent from SMS or the MUPC office
- Shoulder mount is another option:
  - Provides stability
  - Eliminates setting up tri-pod
  - Rent from SMS or MUPC office

- Decent tripod or shoulder mount ~ $50
PROGRAMS FOR EDITING

- **Video file converter:**
  - Most video cameras produce .MTS formats
  - Not compatible with Final Cut Pro or other editing programs
  - Iskysoft video converter ~ $40

- **Video editing software:**
  - Final Cut Pro ~ $1,300
    - Available in Milne Computer Lab
  - imovie
    - not an advanced program, but available to all mac users
  - FCP X ~ $300
    - Not as advanced as FCP but easier interface to understand and you can purchase the add-ons
  - Adobe Premier Pro ~ $800
What to include in a storyboard:

- Dialogue
- Specific shot details
  - Where will the camera be positioned?
  - Will it be moving from left to right or zooming in/out?
  - Location of filming
- Include placement of B-roll:
  - B-roll is supplemental or alternate footage intercut with the main shot in an interview or documentary
  - Can be collected later
  - Still important to incorporate into storyboard
- Sketches of various shots:
  - Helpful to do this, but takes a lot of time
STORYBOARD

PROD. SC.

Scene Panel 10 14 16

SC.

Scene Panel 11 12 16

SC.

Scene Panel 13 14 16

Location/Time

Dialogue

N: < RACE EACH OTHER TO THE LAKE ONE TWO, ONE TWO THREE, THEY GIGGLE AS THEY GIVE UP TO SLIDE DOWN THE RAMP.>

Action/Effect

First blue hat, second red, third one blue hat, the slide down on their bellies as red.

Trans.

CAMERA: PAN RIGHT

Dialogue

N: < CAST ONE THERE IS A PENGUIN CAKE, ONE TWO, ONE TWO THREE.>

Action/Effect

T/L C TEAM, ONE TWO, ONE TWO THREE.

Trans.

CAMERA: FOLLOW PENGUINS RIGHT

www.the-flying-animator.com

LOCATION/TIME
FACTORS THAT AFFECT PRODUCTION TIME

- Every project is different
- Realistically a five minute video can take 10+ hours to make depending on complexity
- How to estimate production time:
  - The preparation: Brainstorming, meeting times, storyboarding
  - Filming: time to set up, shoot, and sometimes re-shoot
  - How much footage do you have to pick through?
  - What B-roll do you need to collect?

- Audio, video, B-roll, and text are all edited separately
- 5 minute video breakdown GUESSTIMATION (first draft):
  - Video: 3 hours
  - Audio: 1 hour
  - B-roll: 1.5 hours
  - Text: 2 hours

Total = 7.5 hours
Copyright Issues

Use royalty free music sites
  - Pay a monthly fee and allows access to music and sound effects
  - Omnimusic.com

Kevin Macleod
  - Website online with many songs for FREE
  - Reference Kevin Macleod in credits
Closed captioning available through Disability Access Services
  - http://ds.oregonstate.edu/faculty/captioning.php

Use a photo/video release form
  - Subjects consent to use video footage
  - Specific subjects vs. people in frame not in focus
Guidelines and how to apply the brand
  - http://oregonstate.edu/brand/content/web-and-interactive-media

Provides B-roll

Specifications and access to text

Color palette

OSU intro’s and outro’s

Animated icons

Titles
  - http://oregonstate.edu/brand/content/video-downloads
KEEP IN MIND...

- Most NMC students are still developing their skills in videography...so don’t have unrealistic expectations

- Best way for NMC students to learn and to get better is to work on projects
  - The more they do for you the better they will become

- Many NMC students are eager to learn or enjoy making videos in free time so utilize them!