CREATING COMPELLING VIDEOS FOR NOT FOR PROFITS

Learn to harness the power of your organisation’s story.
Cadence Media.
A creative agency for social good.
## AGENDA

1. **INTRO: WHY USE VIDEO?**  
   
2. **USING STORYBOARDS**  
   
3. **INTERVIEW TECHNIQUES**  
   
4. **RECORDING AUDIO**  
   
5. **RECORDING VIDEO**  
   
6. **USING LIGHTING**
1. WHY USE VIDEO?

Regardless of production value, video is changing the way we process information and connect with our customers.

- **It’s powerful**
  Social video generates 12 times more shares than text and images combined.*

- **It works**
  51% of marketing professionals worldwide name video as the type of content with the best ROI.*

- **It engages**
  Enables you to convey a wide breadth of emotions. It is second only to face to face conversation.

https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics
2. USING STORYBOARDS

Remember: story trumps all. Spend your time here. Filter your ideas through the SUCCEED continuum.

SIMPLE | Find the core
UNEXPECTED | Get & hold my attention
CONCRETE | Help me remember
CREDIBLE | Make me believe it
EMOTIONAL | Why should I care?

ETHICAL | Can you stand by it?
DIGNIFYING | Do unto others
3. INTERVIEW TECHNIQUES

To get good material, you need to get a good interview

- **Comfortable is key**
  Spend time in their comfort zone. Speak to them before hand. Remind them that their story is important.

- **Ask open ended questions**
  “How did it feel when...”, “Tell me about...”. etc. | Avoid “Did”, “When” etc Ask them to repeat the question back to you.

- **Know what you want, then go for candid**
  Candid ALWAYS beats rehearsed
4. RECORDING AUDIO

Audio is critical. People put up with bad video, but not bad audio

- Get the mic closer to the subject
- Avoid background noise, but if not, “see the noise”
- Monitor your audio if you can, if not - test then shoot
- Use a backup - possibly an audio recorder

GEAR TO CONSIDER
- SmartLav (~$60) and iPhone
- Rode VideoMic GO (~$100)
- Zoom audio recorder with professional mic
5. RECORDING VIDEO

- Know if you’re to camera or off camera
- Framing
  - Rule of thirds
  - Eye line
  - open framing - for off camera
- Think about format - landscape or vertical
- Stabilising the shot (or not)
- Run your checks

GEAR TO CONSIDER
- iphone (Tripod mount / tripod)
- Compact digital camera - e.g. Sony RX100 series
- Mirrorless camera with a prime lens - e.g. Sony A6000 Series w/ 50mm
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- **Framing**
  - Rule of thirds
  - Eye line
  - open framing - for off camera
- **Think about format - landscape or vertical**
- **Stabilising the shot (or not)**
- **Run your checks**

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- iphone (Tripod mount / tripod)
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Open side (long side)
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6. USING LIGHTING

- Creating depth
- Creating contrast on face
- Using natural light sources where possible
- Positioning the key light

GEAR TO CONSIDER

- window
- LED panel light
- baking paper
- reflector
- IKEA lamp
HOLMÖ Floor lamp
$9.99
Article Number: 303.941.14

4.7 (3) Review
Gives a soft mood light.

Quantity
Add to Bag
Save to list

Buy at IKEA near you
Select your local store
Buy Online
Enter your postcode
FINAL CONSIDERATIONS

- Editing Software
- Distribution
- Consistency