

All you need is video



- The video use have become commonplace and lost unnecessary clamour
- Video is not anymore the diamond of the organisation
- Let´s concentrate to content production



Light and Nimble – The best video is the finished video

Include to the script

- Ideas / topics /contents

Possible videos:

- Introduction of the person / conference speaker
- Introduction of the course
- The main definitions of the course
- Function of the equipment
- (work)process description
- Introduction of the recruitment target
- Expert interview
- Highlights of the project



The script:

Beginning – Middle - End

- Intro – Refrain - Coda
- Basic idea shortly
- No detailed script is needed
- For dummies, allways
- The actions pump energy to the story - what is done, what should be done
- IF you need more detailed script, split the video to the pieces and use the same structure (beginning – middle – end) in the pieces
- Several short videos is allways better than the one long video
- offer play lists of the short videos

The shoot

- Most often the mobile phone camera is enough
- Go for the **stable picture**
 - use of tripod stabilises,
 - if hand held, stabilise to walls, table etc
- "Edit when shooting" if you can
- Make short clips and edit them in computer
- The picture is basically light
- Choose a peaceful place for filming. On the background can be people but not just there where shooting goes on
- Don't struggle with technical details, humans make videos (not super humanoids)

The voice

- Peaceful place or back ground noise to long distance
- Record as near as possible to the speaker
- Collaboration rules, you may shoot film and colleague records the voice
- Where two people meets there two mobile phones exists
=> combine the picture and the voice in edit

Edit

- Follow your script, do not follow new odd ideas
- Remember what was the goal of your video, let the art to the artists
- Learning the edit softwares pays
- Study with YouTube to edit, there are masses of good intro videos
- Keep it simple and stupid

- Free editing program: Davinci Resolve