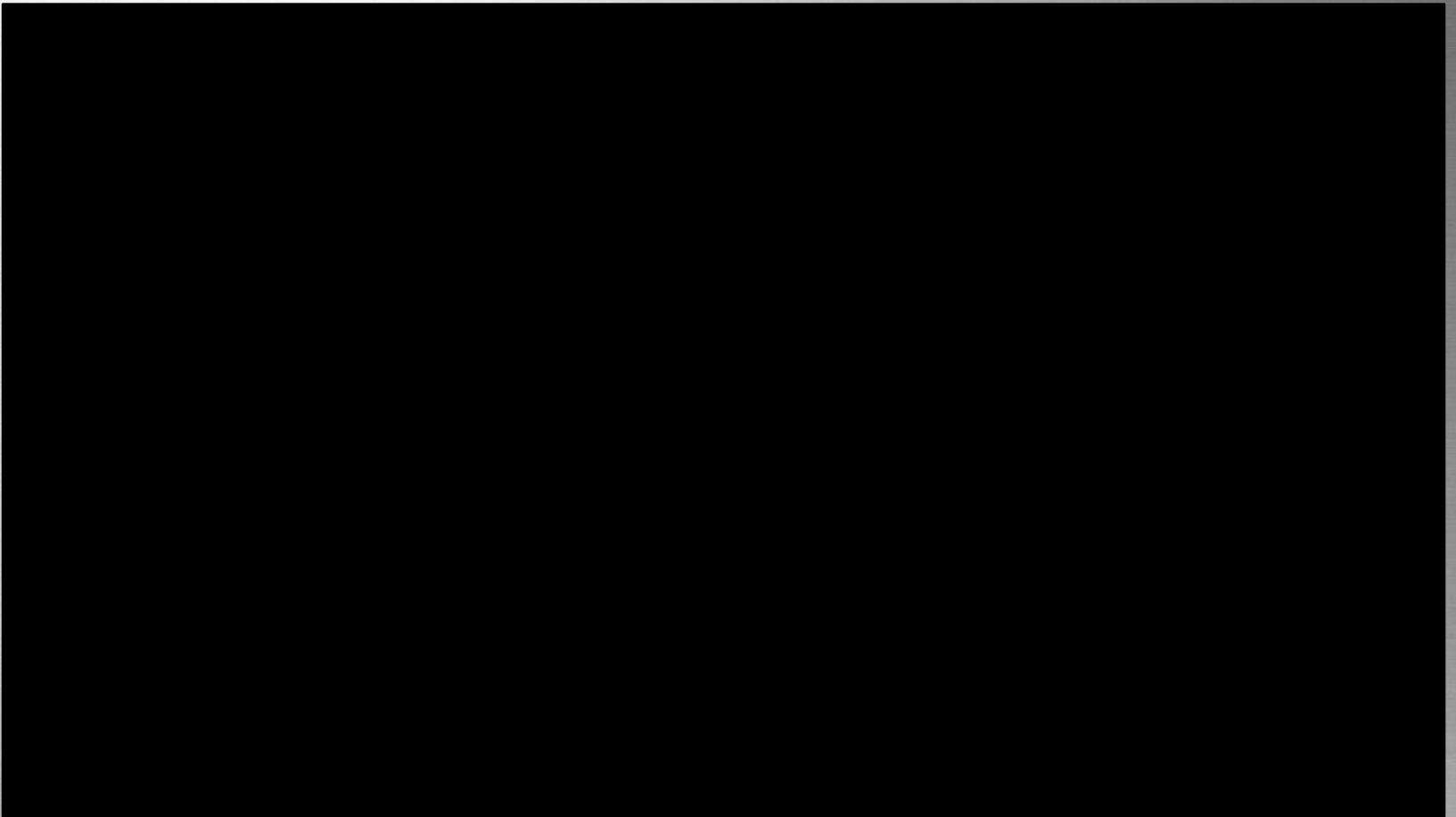




Candace Egan
Julian Parades

**Mass Communication
& Journalism**

VIDEO BASICS
FOR KICKSTARTER
CAMPAIGNS



How To Make An Awesome Video, Kickstarter

<https://www.kickstarter.com/blog/how-to-make-an-awesome-video>



Kickstarter Tips From Our Perspective

- ▶ **Introduce yourself**
- ▶ **Show and explain your project**
- ▶ **Tell the story behind the project**
 - **Share your passion about the project**
 - ◆ **How you got the idea**
 - ◆ **What stage you are at**
 - ◆ **Your goals**
- ▶ **Explain your funding goal**
 - **Why you need funds**
 - **What the money will be used for**
- ▶ **Show and explain what supporters will receive**
- ▶ **Ask for people to support you**



EPU Example





Telling a Story

- ▶ **Communicate your message through stories about people**
 - **Personalize stories**
 - ◆ Relate their experiences, emotions, reactions, interpretations
 - ◆ Show how they are/could be impacted
 - **Create a storyline**
 - ◆ Introduce topic/situation/problem
 - ◆ Explore details of topic/situation/problem
 - ◆ Conclude/resolve topic/situation/problem





What To Do To Produce Your Video

► Planning



► Shooting



► Editing





Planning

- ▶ **Planning**
- ▶ **More Planning**
- ▶ **Even More Planning**



Storytelling Checklist

- ▶ **Who's your audience?**
 - Age, gender, education, knowledge, interests
- ▶ **What's the purpose of the video?**
 - Inform, persuade
- ▶ **What's the message?**
 - Topic, storyline, point to be made
- ▶ **What's the length?**
 - Seconds, a few minutes....
- ▶ **How will it be viewed?**
 - Computer, tablet, phone
- ▶ **How will it be distributed?**
 - Online
- ▶ **What production equipment will be used?**
 - Camera, mics, lights, edit system....





Planning

- ▶ **Who**
 - Talent and crew
- ▶ **What**
 - Script
- ▶ **Where**
 - Shooting location
- ▶ **How**
 - Camera equipment
 - Editing software/app



Script

- ▶ **Outline content**
 - What happens in order
- ▶ **Write script**
 - Words to be spoken
 - Images to be shown
 - Music/sounds to hear



Video Script Format

► Two column

■ Video | Audio

- ◆ Video description in caps
- ◆ Video single spaced
- ◆ Audio directions in caps
- ◆ Spoken audio in normal capitalization
- ◆ Audio double spaced

Technology Training & Services Script
Fresno State Technology Start-up Kit
By Candace Lee Egan | April 18, 2003

Video		Audio
PETER ON CAMERA	1.	PETER: Hello. I'm Peter and I'd like to show you some campus technology resources that you may find helpful.
CETL OFFICE	2.	PETER VO: The Center for Enhancement of Teaching and Learning, also known as CETL, provides programs and services to support faculty. These include:
KEY: <i>Center For Enhancement of Teaching and Learning</i>		
GFX: COLLAGE OF IMAGES OF WORKSHOP OR CONFERENCE, FUNDING PROGRAM FLIER, RESOURCE LIBRARY	3.	<ul style="list-style-type: none"> • Hosting workshops and conferences • Administering campus funding programs for faculty activities • Providing special programs supporting faculty • And a resource library of books and videotapes on teaching, learning and academic topics
KEY: <ul style="list-style-type: none"> • <i>Workshops and Conferences</i> • <i>Campus Funding Programs</i> • <i>Special Programs</i> 		



Shooting Tips



Vertical Video Syndrome, Glove and Boots

<http://youtu.be/Bt9zSfinwFA>



Framing



http://www.youtube.com/watch?v=_lhoAv0OqVA&list=UU4DcQ8hRPC21ow9SPMfA_5Q&index=4&feature=plcp



Shooting With The Rule of Thirds



http://www.youtube.com/watch?v=tsgEzEJ_fd4



Shooting Tips

- ▶ **Hold the camera horizontal**
 - Use the Rule of Thirds
 - Fill the frame
- ▶ **Be a human tripod**
 - Steady breathing, Elbows tucked in
 - Balance camera on your lap, table, chair, etc.
- ▶ **Keep camera movement to a minimum**
 - Movement should be motivated
 - Don't be zoom happy
- ▶ **Get close to you subject**
 - Better audio
 - Steadier camera
- ▶ **Make sure the subject is brighter than their background**
- ▶ **Get plenty of coverage**
 - Record multiple takes
 - Hold on your subject
 - WS, MS, CU, cutaways
- ▶ **Use headphones to monitor audio**



Editing Tips

- ▶ **Software**
- ▶ **Apps**
- ▶ **File size = 250MB or less**
- ▶ **File formats**
 - **Recommended = MP4**
 - **Accepted = MOV, MPEG, AVI, WMV, FLV**