SAY CHEESE!

VIDEO & PHOTO BASICS
WHY USE MULTIMEDIA?
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90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text. (Sources: 3M Corporation and Zabisco)
WHY USE MULTIMEDIA?

40% of people will respond better to visual information than plain text. (Source: Zabisco)
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Posts with videos attract 3 times more inbound links than plain text posts. (Source: SEOmoz)
WHY USE MULTIMEDIA?

On Facebook, photos perform best for likes, comments, and shares as compared to text, video, and links. (Source: Dan Zarrella)
WHY USE MULTIMEDIA?

85% of the US internet audience watches videos online. The 25-34 age group watches the most online videos. (Sources: comScore and Nielsen)
WHY USE MULTIMEDIA?

Over 60 hours of videos are uploaded each minute on YouTube.com. (Source: YouTube)
WHY USE MULTIMEDIA?

700 YouTube videos are shared on Twitter every minute. (Source: YouTube)
WHY USE MULTIMEDIA?

Viewers spend 100% more time on pages with videos on them. (Source: [MarketingSherpa](https://www.marketingsherpa.com))
THE PRODUCTION PROCESS
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Production can be broken down into four specific stages:

1. Pre-Production
2. Production
3. Post-Production
4. Distribution
THE PRODUCTION PROCESS

Pre-Production: Pre-production is the planning stage of your shoot, and occurs before the camera starts rolling.

- Concept Development
- Equipment
- Location Scouting
- Script/Outline
THE PRODUCTION PROCESS

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- Who is your audience?
- What does your audience need or want to hear?
- What does the audience already know?
- What style of video would appeal to your audience?
Production: During the production phase you will gather all of your raw materials. Raw materials include raw video, photos and audio. This phase probably takes the most work and know-how, especially if you are shooting everything from scratch.
THE PRODUCTION PROCESS

Before You Start:

• Decide what gear you are going to bring.
• Charge all your batteries.
• Make sure your camera/devices have enough storage space.
• Double check that you have everything you need!
THE PRODUCTION PROCESS

Camera Operation Do’s:

• When shooting outdoors, keep the sun behind you.
• Use a tripod or other image stabilization device. (For handheld stability, imagine that your camcorder is a very full cup of hot coffee.)
• Get as close to the subject as possible.
• Shoot to edit.
THE PRODUCTION PROCESS

Camera Operation Don’ts:

- Headhunting—placing every subject in the center of your frame.
- Firehosing—panning all over the scene.
- Upstanding—shooting everything from standing eye-level.
- Snapshooting—taping only two or three seconds per shot.
- Backlighting—too much light falling on the background instead of on the subject.
THE PRODUCTION PROCESS

Production: Post-production is the phase where you take all your raw materials and assemble them into a finished video. Mostly, post-production means video editing.
THE PRODUCTION PROCESS
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• Make DVD’s
• Post your video to YouTube and/or Vimeo
• Embed the video on your website
• Share it on Facebook