



## **VIDEO 101**

Get Quality Videos for Your Next Campaign



# Setting the Scene

## Why Use Video?

Consumers want it!

- 54% said they want to see video content from a brand
- 84% have been convinced to buy a product or service by watching a brand's video

Marketers use it!

- 85% of businesses use video as a marketing tool
- 87% of video marketers say video has increased traffic to their website

# Marketing Video Overview

## Terms to Know

- **Clips:** Sections of video or audio clipped out of something longer. These are pieced together to make the final video
- **Voiceover:** The narration that runs behind the video. Used as a storytelling device to link clips together and make a broader point. Not always necessary
- **B-Roll:** The videos, images or graphics that are used in a video to keep the audience engaged while someone is speaking, or to cover cuts from one clip to another. Can be used to illustrate a point being made in the voiceover
- **Titles:** The text that provides someone's name and descriptor (think of broadcast news)
- **Title Cards:** A graphic – typically text – that covers the whole video. Often used at the beginning or end of a video and during section breaks
- **Bug:** The logo or branding in the corner of a video
- **On-Air or On-Screen Talent:** The people who are on screen or provide a voiceover

## Reasons for Causes to Use Video

- Advocacy
  - Aggressive/attack-focused or defensive, single-issue or broad, story-focused or direct, emotionally-charged or statistic-driven
  - Call-to-Action Examples: Sign petition, change habits, call representative, attend rally
- Explainers
  - Explain the purpose or goal of your organization, project, or sub-brand
  - Great for launches, new websites or even explaining your current work
  - Call-to-Action: Engage with content or brand, take advocacy action, engage with tool or report
- Fundraising
  - Make the case for “Why us?”
  - Use all the tools: Testimonials, Explainers and Advocacy

- Call-to-Action: Donate!
- Advertisements
  - Similar to the others, but also explain who you are
  - Call-to-Action: Advocacy action, engage with brand and content, sign up for email or follow on social

# Styles of Marketing Videos

## Live Action

- Use actual humans to tell your video's story and "sell" your organization
- Feature brand representatives:
  - Executive Staff, Board, Celebrities, Program Participants, Program Beneficiaries
  - Balance who is the most engaging with who is best suited to tell the story
- Scripted vs. Interviews and Testimonials
  - Scripted – ensures you control what is said, but may feel less real or genuine especially if the "actor" isn't used to delivering lines
  - Interviews and Testimonials – string together responses from interviewees into a story. This can be difficult, but may yield in the most impactful results
- B-Roll: Can be important to illustrate a point, but not always needed
- Location: Include if this is an important part of the story and consider conducting interviews here
- Potential Roadblocks
  - Casting: Your on-screen talent may be nervous or need coaching, which can be difficult with interviews
  - Equipment: You don't need anything more than a smartphone, but a decent camera, tripod and microphone can do wonders
  - Scheduling Issues
  - Audio Quality: If there are issues, interviews may be impossible to re-record
  - Editing Time: Reviewing and trimming interviews takes a lot of time, but it's not very technically demanding

## Typographic Videos

- Uses text and graphics to tell a story
  - Example: Lyric videos
- Excellent for stat-based narratives
- Exciting and modern
- No need to schedule on-screen talent, though a narrator may be needed
- Music can be very important to set the pace and underscore your point
- Perfect for social media
- Potential Roadblocks
  - Technically challenging, but you can do a simple version!
  - Need to decide on fonts and colors

- Text must be short

## Animated Short

- Tells a story using animated characters instead of real live humans
  - Example: [The Meatrix](#)
- Allows for a much wider range of shots, graphics and b-roll
- Commonly used to create explainer videos
- Lots of stylistic options
- Potential Roadblocks
  - Can be very expensive, especially if highly detailed or lengthy
  - Multiple stylistic options allow for strong differences in opinion
  - Not flexible: any changes can be very expensive
  - For these reasons, planning is very important

## How-To Videos

- A type of explainer video: show how your audience does something
- Perfect for explaining online tools, products, websites, events, habit change actions, advocacy actions, etc.
- Often you'll build these using screen recording software
  - Recommended software: OBS Studio
- Scripting is key
- Potential Roadblocks
  - The tool, website, product, etc. needs to be finalized
  - If the thing you're explaining changes, the video needs to be updated
  - These can be boring, so insert something fun!

# Getting Videos Produced

**Companies:** A company takes you through the entire process from soup-to-nuts

- Pros
  - Turn-key project
  - Access to an expert with a known portfolio
  - Can yield the highest-quality result
  - Contractual agreement with built in project management
- Cons
  - Expensive
  - Lack of complete control
  - Doesn't build internal capacity
  - Inflexible timelines

**In-House:** Use recording equipment and software to produce your own video

- Pros
  - Often the least expensive
  - Builds capacity so you can create more videos
  - Most flexible
  - Ensure everything is “right”
- Cons
  - Higher up-front costs: equipment and software
  - Steep learning curve
  - May be more difficult to finish projects

**Combo:** Use external contractors to complete elements of the process

*Videographers: Shoot the video*

*Video Producers: Edit together the video*

*On-Air or On-Screen Talent*

*Animators*

- Pros
  - Best of both worlds: less expensive but uses experts
  - Review contractors’ portfolios
  - Contractual agreement with some built-in project management
- Cons
  - Can get costly, especially with additional changes
  - Leaves a hole in your internal capacity

# Video Production Process

## The Process

1. Planning - Set Expectations, Scope and Project Management
2. Mood Board - Examples of What You Like
3. Outline and Story Board
4. Production/Shooting
5. Editing
6. Exporting
7. Distribution

## 1. Planning

### *Set Expectations:*

- Tie the video into your Marketing Plan
  - Set Goals
  - Pick Audience
  - Distribution Platform(s)? YouTube, Vimeo, Instagram, Facebook, Twitter, TV
    - Instagram videos are square – important to know early in the process
      - Frame interviewees and graphics in the center
- Use video as a centerpiece of your marketing strategy
- Late-stage edits are always costly
- Going “Viral” is like winning the lottery
  - On Social: Your reach will be proportionally higher
  - YouTube and Vimeo: Low discovery

### *Scope:*

- Keep it Simple!
  - Every additional minute of video adds hours of work
  - Each new interview, location or animation sequence adds days of work
- Video Length
  - < 30 seconds – Good Advertisement
  - < 1 Minute – Great for Social Media
  - 1-3 Minutes – Interviews and Explainer Videos
  - > 4 Minutes – Long Form Documentary
  - Generally, the longer the video, the less it will be watched to completion
- Consider breaking up longer video ideas into shorter clips

### ***Project Management:***

- Create a plan with timelines
- Determine decision-makers and build in key decision points
  - Make it clear that any late-stage edits are very costly
  - Use images and samples where possible
  - Give 3 options, minimize open-ended questions
- Create a schedule for all team members
- Build in space for edits
- Permissions
  - If you use people outside of the org, you need a signed release
  - Featuring children? You need parent/guardian permission
  - Shooting a large crowd? You should be fine, but check with legal
  - Event releases are a good idea

## **2. Mood Board**

- A document or list of examples you're following
- Used to get approval from decision-makers and explain art direction to team
  - Include videos that inspire you
  - Include notes on what you'd do differently
- Very important for animated and graphics-based videos
  - Include colors
  - Include characters or animation style
- Make sure to set expectations with the examples you include
  - Be clear if you can't make the same level of video

## **3. Outline and Storyboard**

- Outline your script or story
- Use common story structures:
  - Problem -> Solution
  - Past -> Future
  - Background -> Conflict -> Resolution -> Denouement
  - Step-by-Step
  - Chronology or history
- Storyboards are key for certain video types, especially animation
  - Draw a sketch of each scene, background and action
- Get approval on these before advancing

## **4. Production**

### ***Shooting – Camera Types***

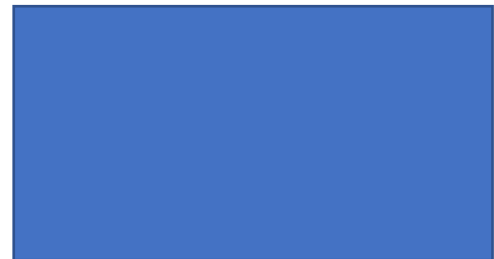
- Smartphone
  - TURN IT HORIZONTAL!
  - Zoom with your feet (move closer). Do not zoom on the phone – it reduces the video quality
  - The newer, the better

- Wipe off the camera before using
- Stability: Buy a smartphone holder/tripod or prop it up against something
- DSLR or Mirrorless Camera
  - Preferred, but expensive – if buying a camera, go for an older or refurbished model
  - High Definition - More recording options and zooming options for framing
  - Space: You'll need an SD Memory Card (or more) and a card reader
  - Power: Get multiple batteries
- Camcorder: Cheaper option with great recording abilities
- Computer Camera: Record using Zoom or OBS Studio

### ***Shooting – Video Definition***

- HD or High Definition – “1080p”
  - # - How many pixels are in the video?
  - P or I – Progressive or Interlaced
- Sizing – By Height (16x9 ratio)
  - HD - 720: 1280 px by 720 px
  - HD - 1080: 1920 px by 1080 px
  - HD – Anything bigger isn't needed unless you'll be projecting it
  - Standard Definition
    - Don't shoot here if you can help it

720



1280

### ***Shooting – Microphone***

- Onboard Mic: The microphone on your camera
  - Not the greatest, but works
  - Often, the better the camera the better the onboard mic
  - Background noise and wind are issues
- External Mic: Bought separately and plugs into the camera
  - If it doesn't plug into the camera, match to the video which is hard
  - Baffles: cut wind and background noise
  - Directional
- Lavalier Mic: the clip mic on a shirt or lapel for interviews/voiceovers
  - Wireless kits are best – the receiver is plugged into the camera and the transceiver is plugged into the mic

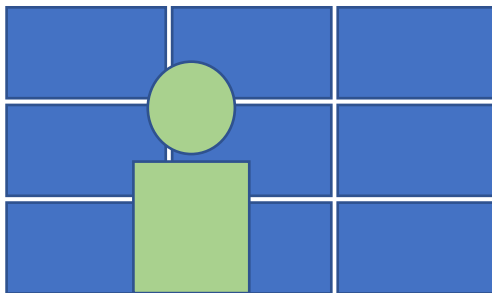
### ***Shooting – Stability and Tripods***

- Handheld is never a good idea – the video will be shaky
- Always brace the camera or set it down
- Tripods are an inexpensive way to make your videos look much better
  - The more the tripod is made of metal, the better
- The Tripod will have a “foot” that screws into the bottom of the camera
  - Allows you to take off the camera easily to keep it safe
  - Smartphone: Get a bracket or holder for a smartphone
- Don't do panning shots



## *Shooting – Interview Tips*

- Frame your interviewee where they take up most of the video
- Center them or use the rule of thirds
  - Rule of Thirds: A tool for making images more visually interesting. Divide a screen into vertical and horizontal thirds and align points of interest to the vertices. (See graphic for reference)
- Leave space above the head about a fifth to a third of the video’s height (See graphic for reference)
- Background: give context but make sure it isn’t distracting
- Be quiet during their responses and be conscious of background noise
  - It’s hard to not say “un-huh” or “right” etc. React with your face – nod and smile
- Look into the camera? It’s stylistic. Typically, we don’t for interviews, but do when addressing or asking the audience
- Camera should be at chest to shoulder level



## *Shooting – Lighting*

- Outside
  - Morning or afternoon is better as sun is softer – look for the “Golden Hour(s)”
  - At noon, the sun creates hard shadows on the face
  - Overcast days are great because lighting is diffused and soft
  - Put the sun behind you and into the subject or interviewee’s face
- Indoors
  - Turn on all the lights – multiple lights are better than fewer
  - 2 Lights: Light both sides of the face
  - 3 Lights: 1. Light above and to the front 2. Light the face 3. Light above and to back
- Your own lighting
  - Much cheaper than they used to be
  - LEDs are great, cooler and dynamic
  - Put on a filter or lampshade to diffuse harsh light

## **5. Post-Production: Editing**

### *Editing*

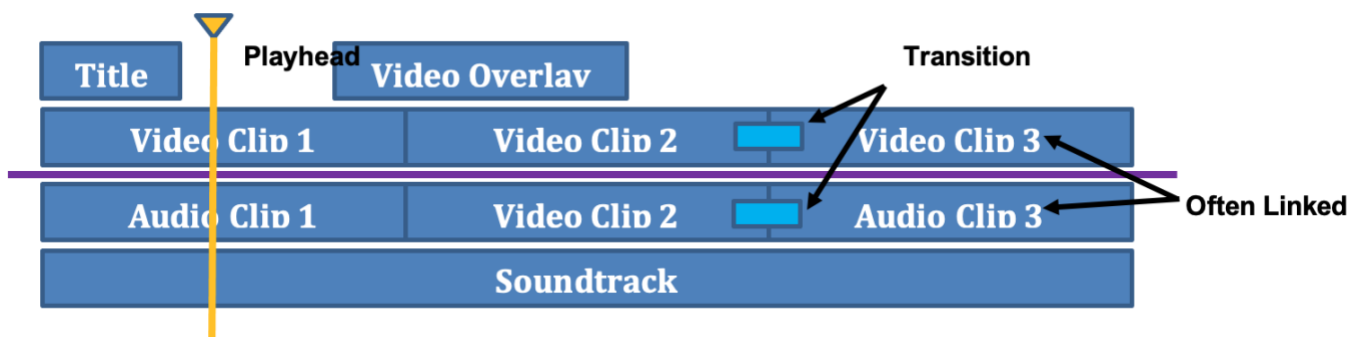
- Editing Software – You can do a lot with a little!
  - Apple’s iMovie is good (Primarily .mov files that play in Quicktime)
  - Window’s Movie Maker is okay (Primarily .mp4 or .mpeg files that work in players)
  - Lightworks – free video editor that’s pretty good but not the best
  - Premiere Pro – Adobe’s primary video editor

- Professional level but plenty of resources to learn
- Included in the \$60 per month Creative Cloud subscription with Photoshop, Illustrator + more
- Final Cut – Professional video editor that also has plenty of ways to learn
- These all do the same thing but the pro level does more & can fix issues
- Take online training for whatever you use!
- Have trouble playing a video? Download VLC Media Player

### ***Breakdown of Editing Software***

- A Preview Pane/Window that shows your video and maybe the source video
- A file explorer
- An area for building/designing graphics and titles
- Audio Levels: a colored bar graph that illustrates loudness – don't go into the red!

Timeline: this is where you build your video by putting clips together. (See graphic or an example)



## **6. Post-Production: Exporting**

- Your Editing Software packages all the clips, audio and effects into the final video
- Settings are important:
  - Determines the file's playability, file size, framerate, video and audio quality
- Can be problematic!
  - Especially if you have multiple file types, sizes or quality
  - Try to keep files as small as possible while maintaining HD - shoot for just a few GBs
- Advice: pick your most common video type and match that
- Check that the output video is the correct HD dimensions
- Codex: The technical way the video is packaged
  - General Advice: Use H.264 for .mp4 and .mpeg on PC and Quicktime on Mac
- There are plenty of helpful tutorials online for this step!

## **7. Distribution**

- Social Media: Publish the same video in multiple places!
  - Instagram: Videos in the feed must be < 1 Minute and Square
  - IGTV: Longer Videos & Reels are new and shorter
  - Facebook: Horizontal videos are better and work all over

- Twitter: Horizontal videos are better and the shorter the better
- Pinterest: Specific requirements (mp4, mpeg and > 2 GB)
- YouTube and Vimeo: Use this as the repository to link to
- Email: Won't embed, but you can link a video still (or gif!) with a play button
- Website: Embed using plugins or embed code

# Resources for Learning More:

## Video Filming and Editing Tutorials

- [Video Tutorials from LinkedIn / Lynda.com](#)
  - [Video Filming Tutorials from LinkedIn / Lynda.com](#)
  - [Video Editing Tutorials from LinkedIn / Lynda.com](#)
- [Video Interview Tutorial from Vidyard](#)
- [Video and YouTube Tutorials via YouTube Creators Academy](#)
  - [Total Beginners Guide to Video Equipment](#)
  - [Total Beginners Guide to Video Editing](#)
  - [How B-roll Can Spice Up Your Videos](#)
- [Vimeo's Video School Tutorials](#)



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