

An Introduction

Basics of Video Production



Tell Compelling Stories

The Process

Pre-Production
Production
Post Production

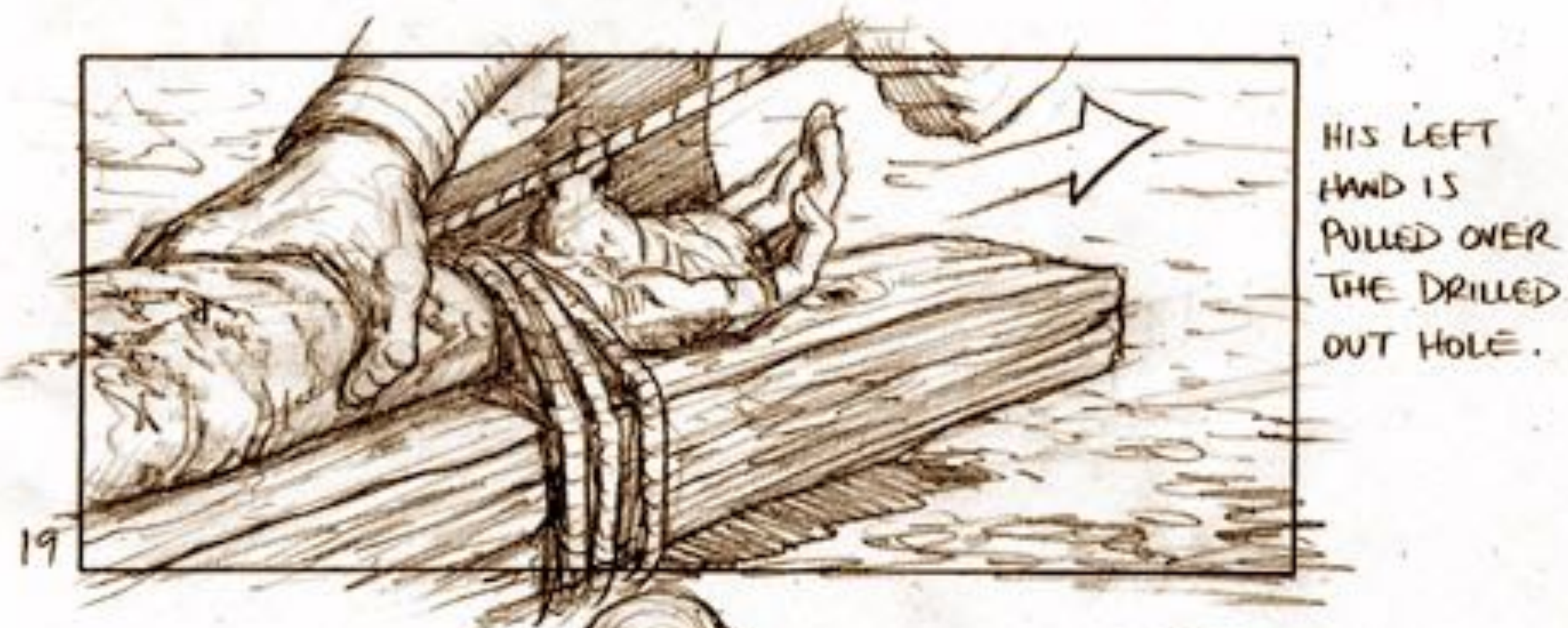


Pre-Production

- ❖ Develop the story
- ❖ Create a Script
- ❖ Identify the key characters / talent / objects
- ❖ Storyboard and create a shot list



Move from idea to paper



Shot #	Location	Shot Description	Framing	Action	Dialogue	Actors	Props	Notes
a	Vimeo Offices - Community Pod	Matt sits at desk polishing trophy	WS (Wide Shot)			Matt	Vimeo Trophy	
b	Vimeo Offices - Community Pod	Matt bites Vimeo apple	MCU (Medium Close Up)			Matt	Apple	
c	Vimeo Offices - Community Pod	Andrea walks to Matt	MS (Mid Shot)		"Whats up?" "Walk with Me"	Matt, Andrea		
a	Vimeo Isle	Andrea and Matt walk and talk	Two-Shot	Dolly back as they walk	Ends with "What kind of Secret?"	Matt, Andrea		
a	Stairs	A + M walk down stairs	WS (Wide Shot)		"Trustworthy Employees"	Matt, Andrea		
a	Prow 9 - Skyline	A + M walk - skyline in foreground	WS (Wide Shot)		"I work around the clock for fun!"	Matt, Andrea		Expos Skylin
a	Common area	A + M eat	Two-Shot		"Guidelines tatooed on my back"	Matt, Andrea	Food	
a	Garage	A + M walk	WS (Wide Shot)		"I love you too Vimeo"	Matt, Andrea		
a	Outside Prow 3	A + M end journey outside meeting room.	Two-Shot		"Matt..."	Matt, Andrea		
b	Outside Prow 3	A + M end journey outside meeting room.	CU (Close Up) on Andrea		"You don't know..."	Andrea		
c	Outside Prow 3	A + M end journey outside meeting room.	CU (Close Up) on Matt			Matt		
a	Prow 3	Matt enters room	MS (Mid Shot)	M walks towards camera		Matt		
b	Prow 3	Vimeo Man reveal	WS (Wide Shot)	Camera dollies towards VM		Vimeo Man		Slow Drama
c	Prow 3	VM hand clench	CA - CU (Cut Away/Close Up)			Vimeo Man		



SHOT
LS
THE DINNER HALL.
The children and teachers have started to eat their soup for lunch.



SHOT
CU
THE DINNER HALL.
Anton sits silently looking at the empty table in front of him.



SHOT
MS
THE DINNER HALL.
Elina sees that he is hungry and carries over her soup for him to eat.



SHOT
THE DINNER HALL.



SHOT
THE DINNER HALL.



SHOT
THE DINNER HALL.

Production

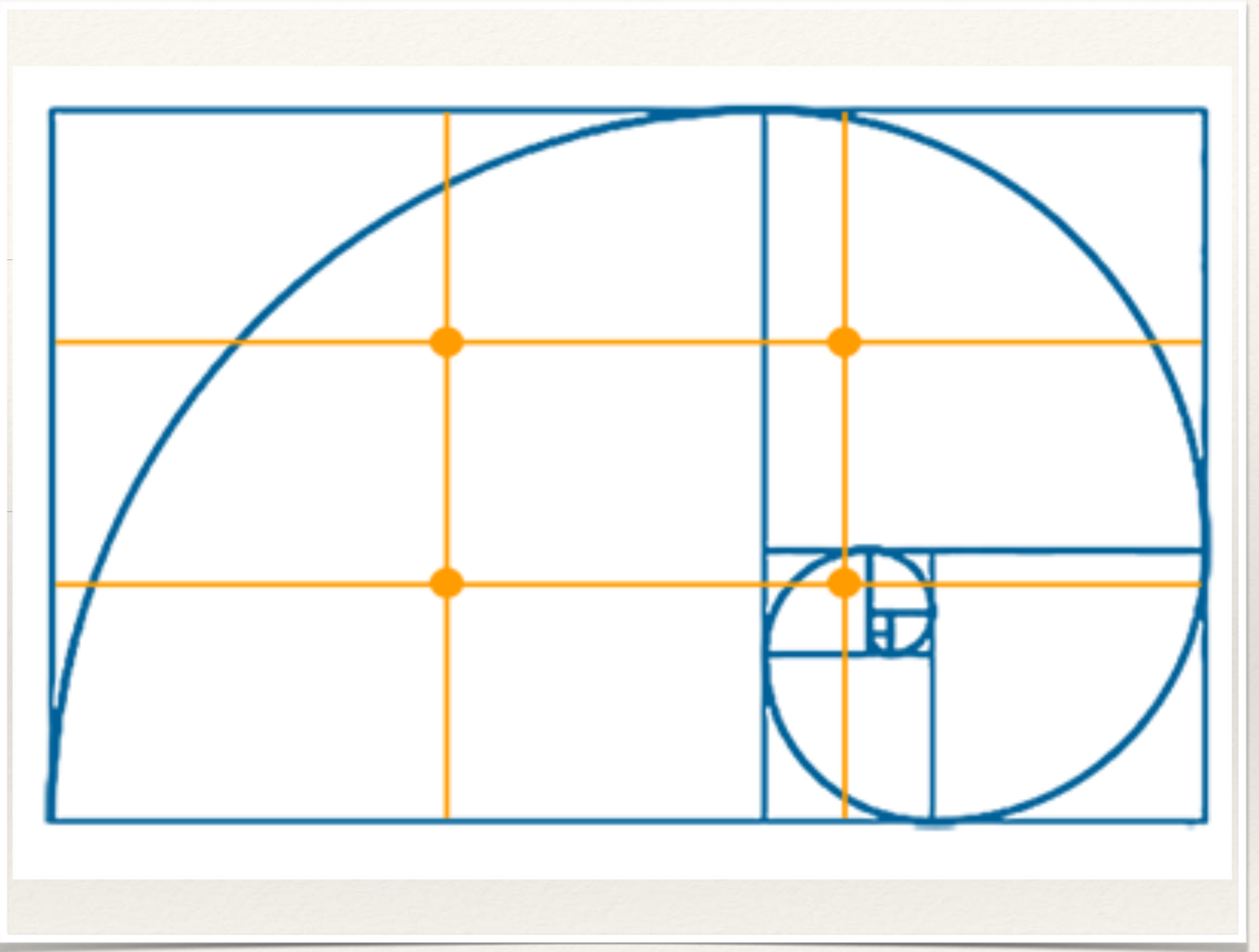
- ❖ Begin Filming
- ❖ Execute the plan



Capture the story

Rule of Thirds

Fibonacci and the Golden Rule



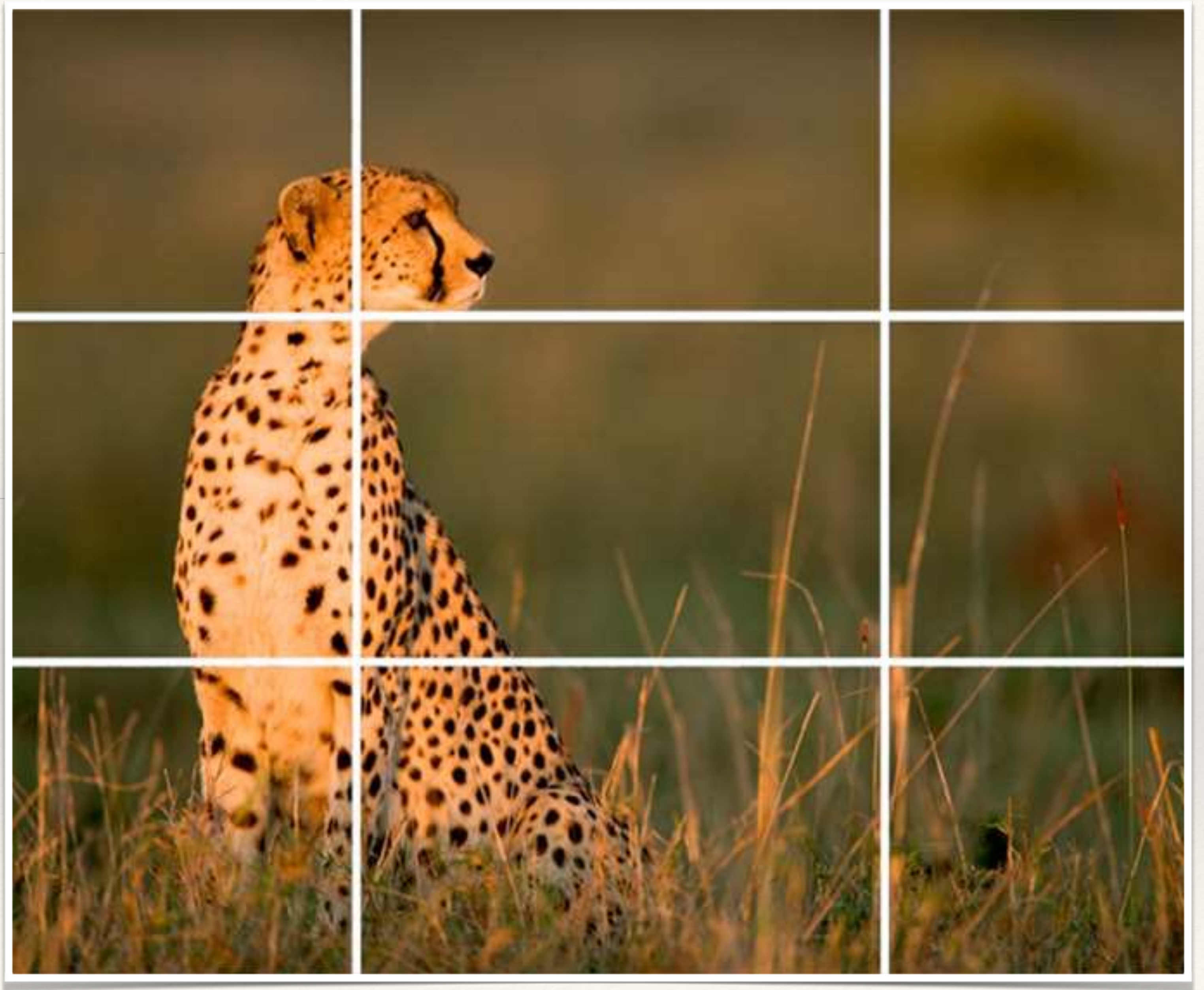
Rule of Thirds

Fibonacci and the Golden Rule



Rule of Thirds

Fibonacci and the Golden Rule



Lead Room

Leave space in front of the subject or in the direction the subject is looking



Lead Room

Leave space in front of the subject or in the direction the subject is looking



B-Roll

Footage that establishes the scene, shows detail or just makes the video more interesting



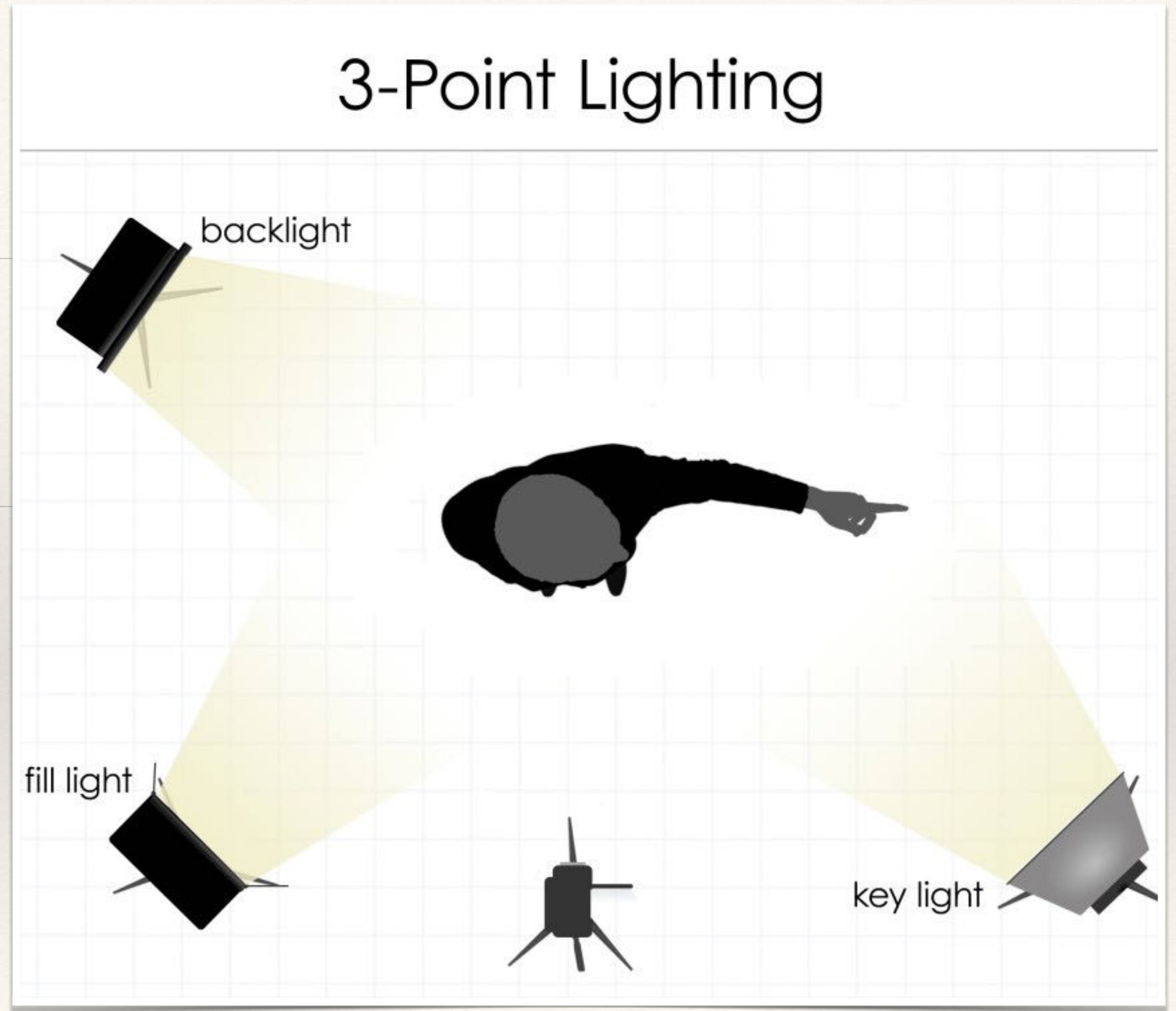
A woman with short, wavy blonde hair is seated at a wooden table, her hands clasped in prayer. She is wearing a vibrant red short-sleeved top. In front of her lies an open book, likely a Bible. The setting is a bright, airy room with large windows in the background that let in natural light. A lush green plant is visible to the right, and a wooden shelf with various decorative items is in the background. The overall atmosphere is peaceful and contemplative.

PRAYER

*passionately pursuing
the heart of God*

Basic of Lighting

Standard lighting set-up is 3-point lighting, using 3 lights. Whenever possible, place the lights at 45° angles above the subject.



Post Production

- ❖ Assemble shot footage
- ❖ Edit to final cut
- ❖ Include b-roll
- ❖ Mix audio and add music bed
- ❖ Add Graphics
- ❖ Export for distribution



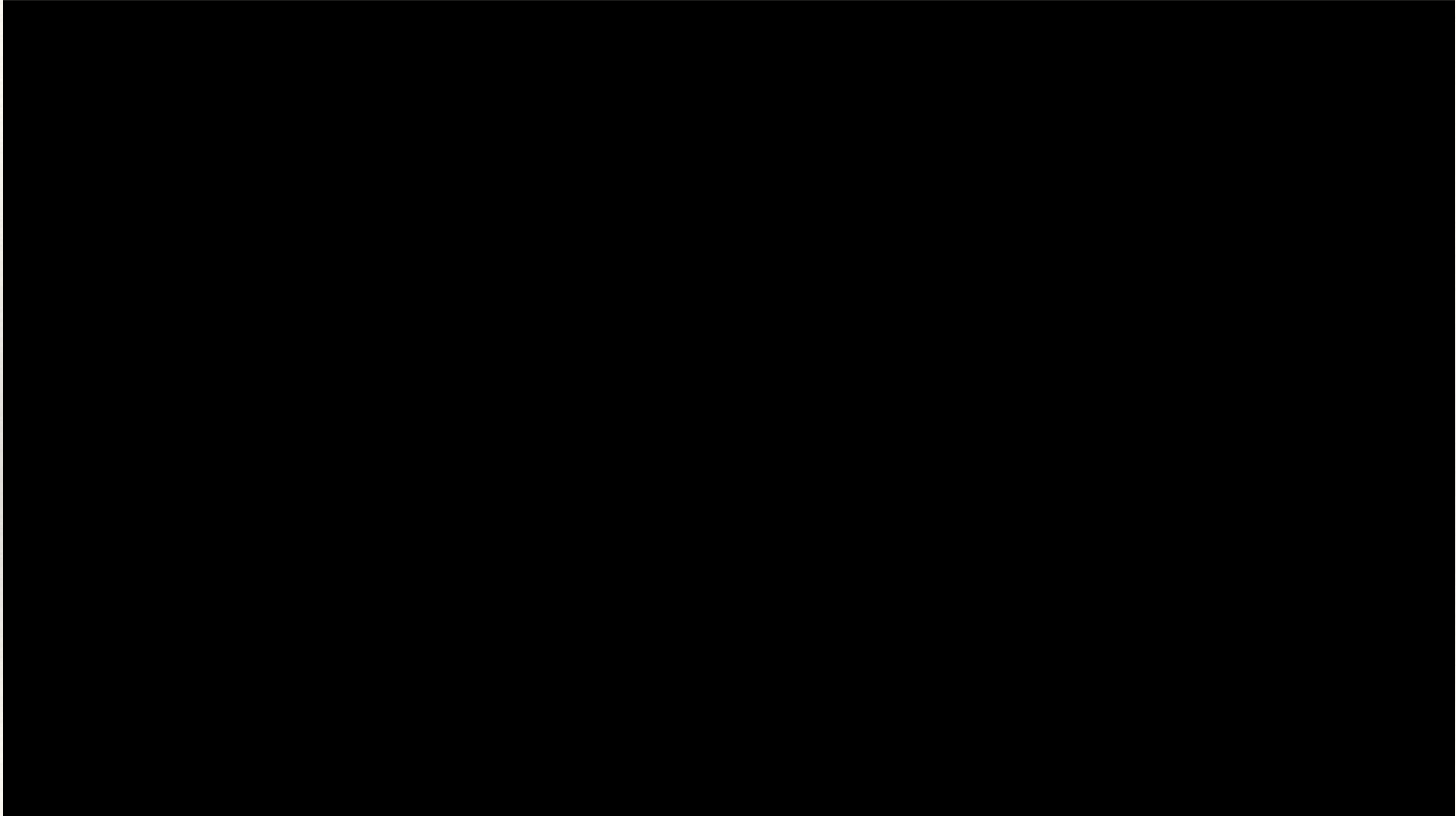
Tell the Story

Samples

Shot and Edited on iPhone



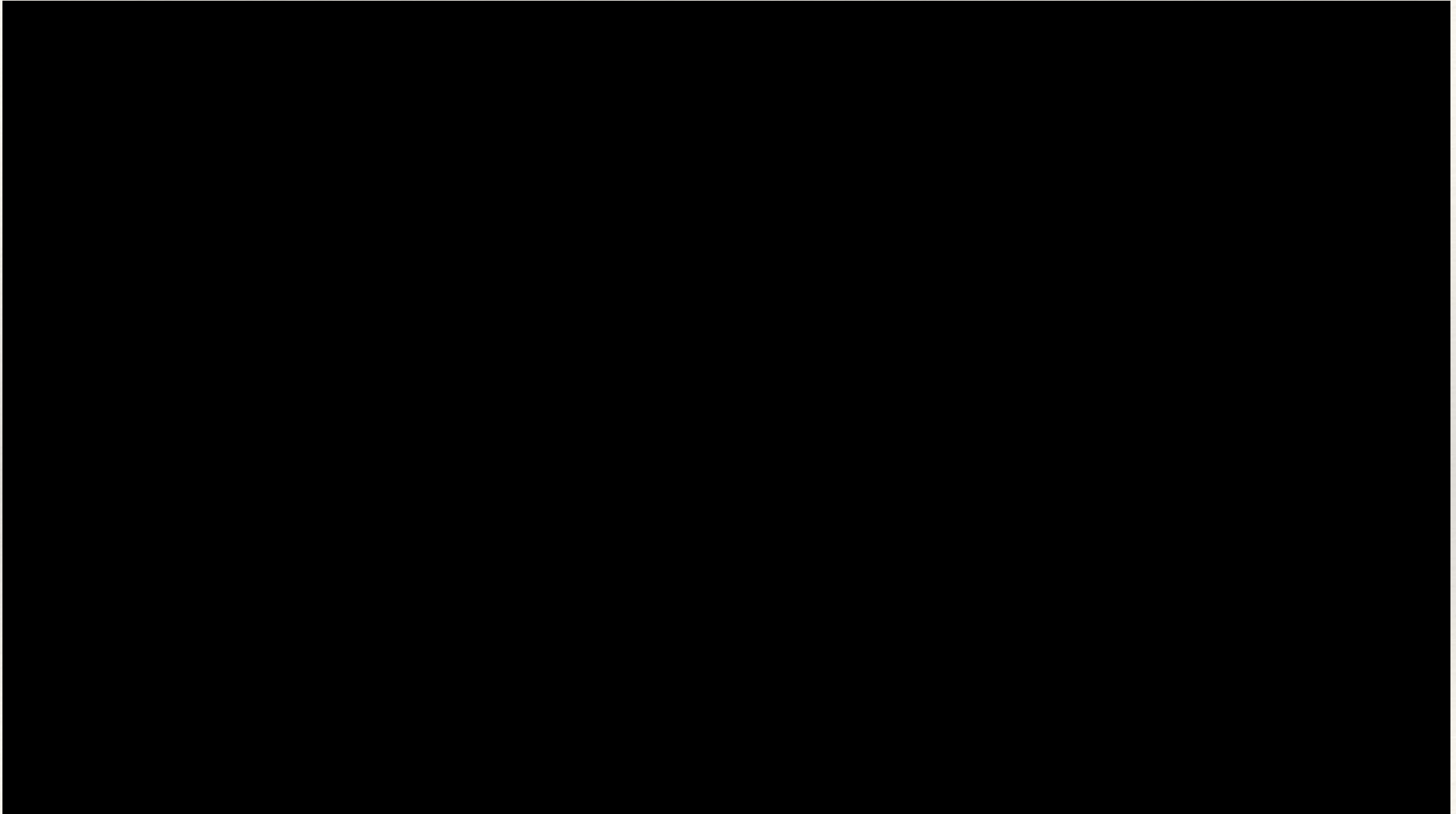
Be Weird



Meaningful Membership



This Changes Everything



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