

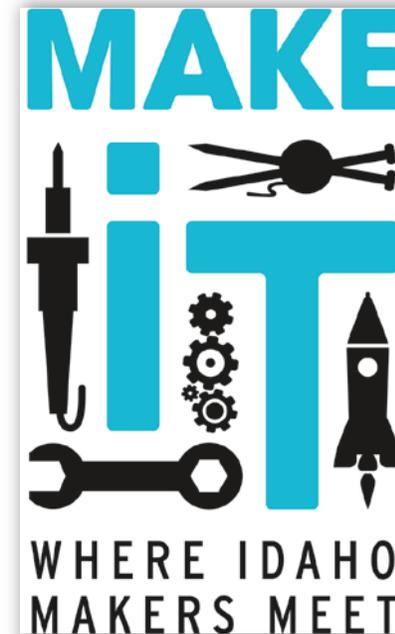
MAKE IT!

FALL 2018

Video Training



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What's one
goal you have
for today?

Overview of Day

9:00-10:00 Set up iPad OR Debrief from spring

10:00-10:30 Snack time & Take One: B roll footage

10:30-10:50 Think, pair, share

10:50-11:15 Razzie vs Emmy

11:15- 12:00 Evergreen or “Trendy”?

12:00-12:30 Creating a Storyboard

12:30-1:30 Lunch, Inspiration, and Ideas

1:30-2:00 Setting the Stage

2:00-2:45 Quiet on the Set!

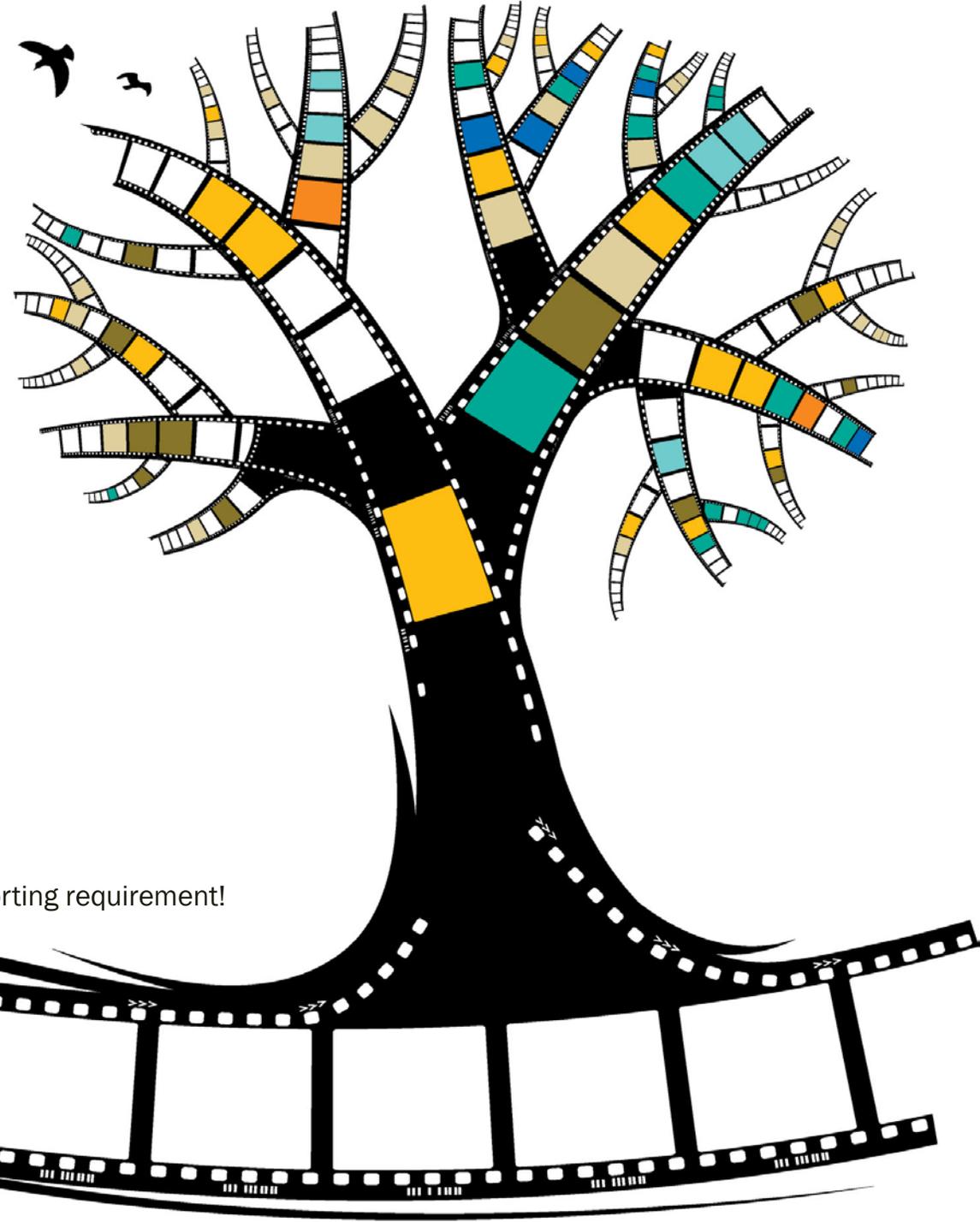
2:45-3:00 Break

3:00-3:45 Take Two: Bring it all together

3:45-4:15 Think, pair, share

4:15-4:30 Debrief

*Remember grant reporting requirement!



To-do After Today

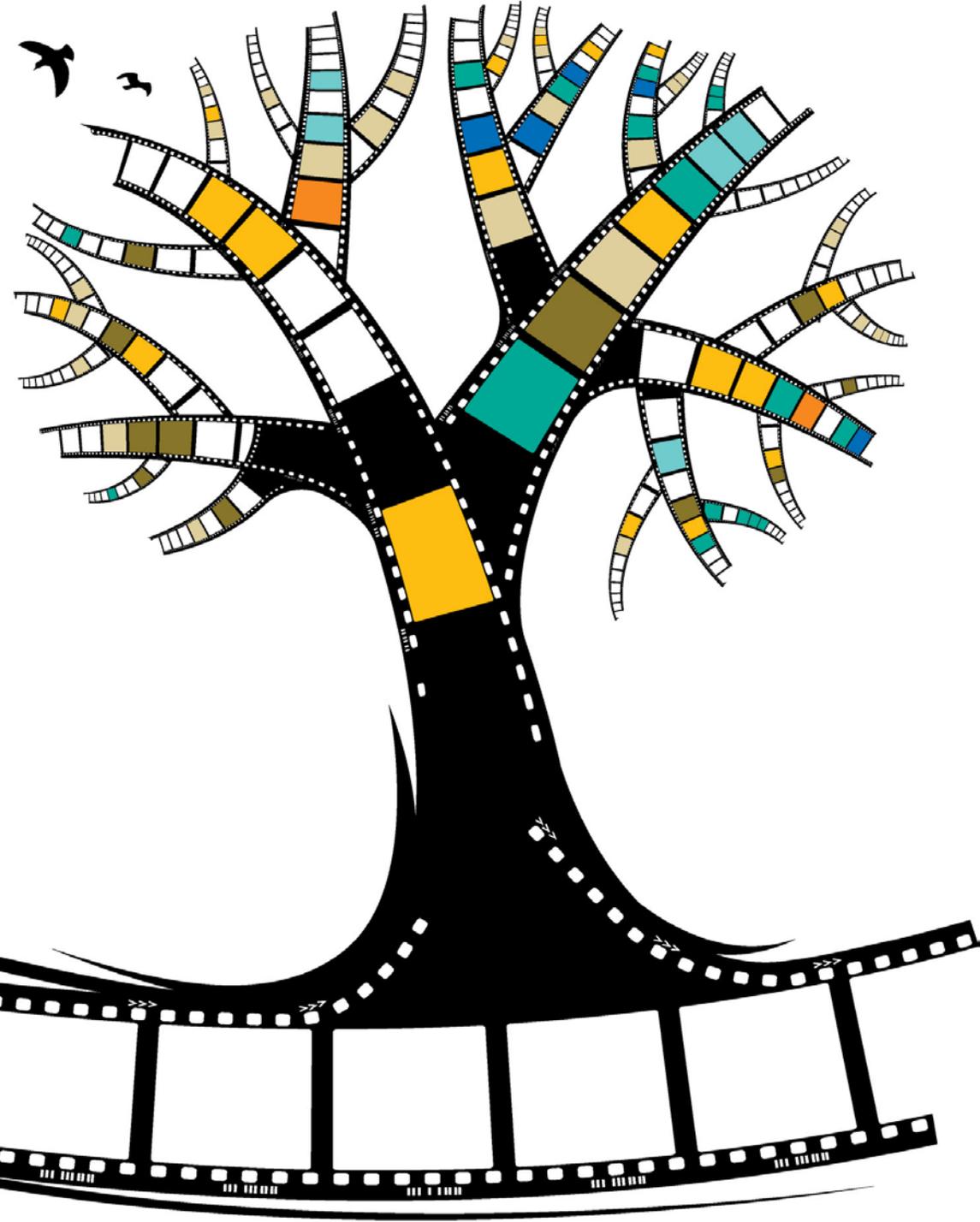
- Participate in ONE follow-up online session
 - *Friday, December 7, 10 am-noon (MST)*
 - *Tuesday, December 11, 2-4 pm (MST)*
- Create 3 Videos:
 1. *a video tutorial related to a library service*
 2. *a video teaser for a program or service*
 3. *a video communicating the library's role in the community*
- Share videos in a variety of ways
- Provide ICfL staff access to videos
- Complete end-of-program summary/evaluation by March 31, 2019



By the end of today...

I'll be able to:

- Identify components of a good video
- Apply techniques presented at the workshop to design a video production plan
- Use the iPad Pro and suggested apps to shoot and edit a video



Confidence Check!

I got this! >>>>

I'm unsure >>>>

I'm completely lost



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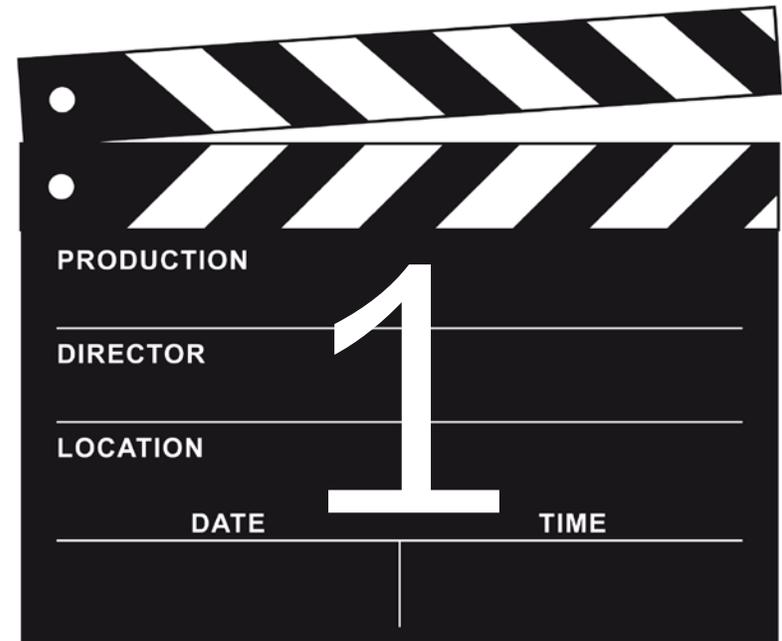
Divide Into Groups

- Group A – If you're getting iPad for first time
 - *Setup iPads with Dylan & Tammy*
- Group B – If you already have iPad/ were at training in spring
 - *Debrief with Sue & Deana*
- **EVERYONE!** Download iMovie



Lights, camera, action!

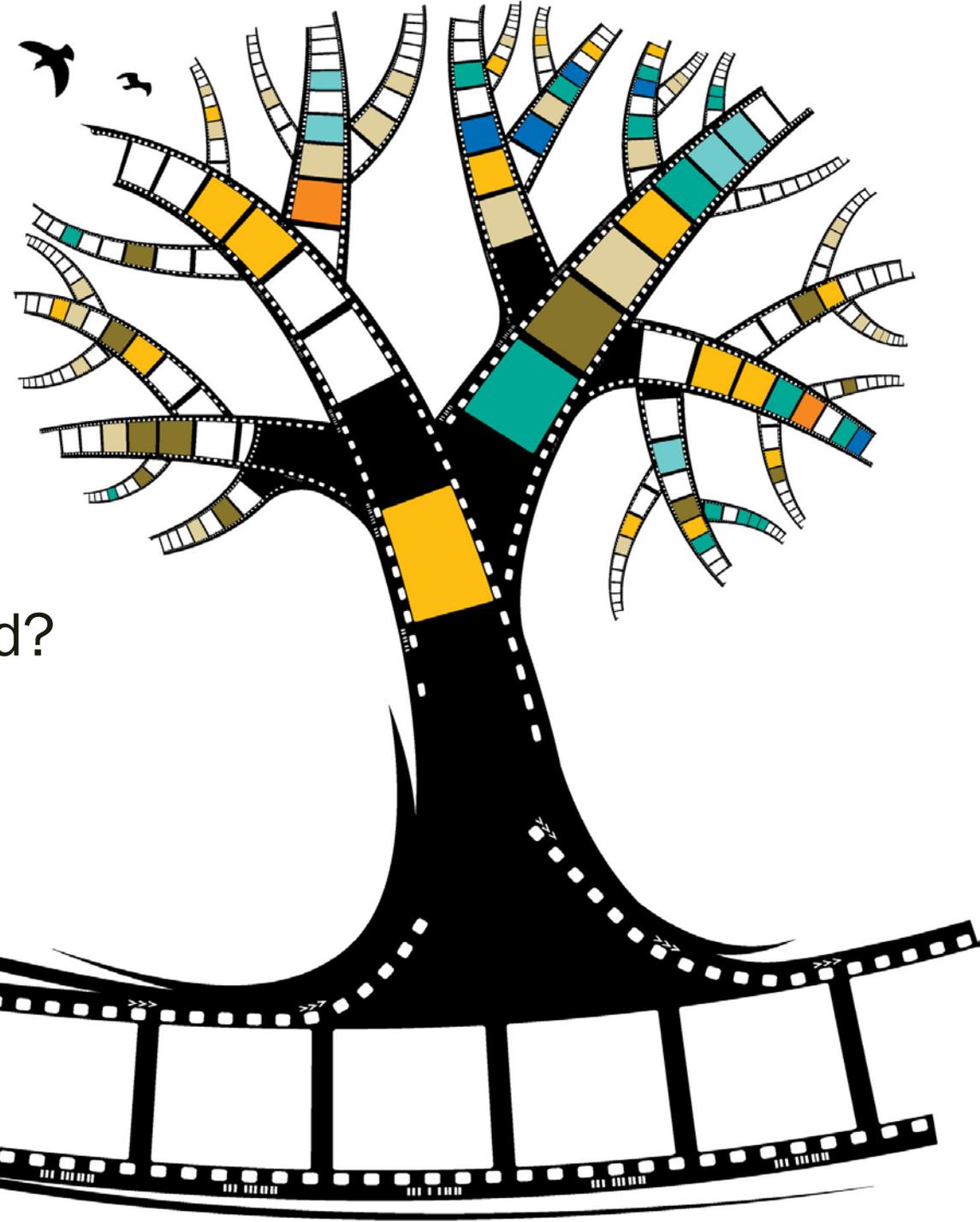
- Go shoot B roll footage:
 - *Snippets*
 - *Tell story visually*
- Try:
 - *Zoom*
 - *Slow-mo*
 - *Change quality*
 - *Frames/ second*



Think, pair, share

- What's one thing that went well?
- What's one thing that didn't go as you'd hoped?
- What's one thing you've already learned?

5 minutes to share with partner (2:30 each)



Emmy or Razzie?

■ DO

- *Make a plan*
- *Use captions and subtitles*
- *Backup your video*
- *Keep it short*
- *Use a tripod*
- *Think about the end platform*
- *Use free online resources*

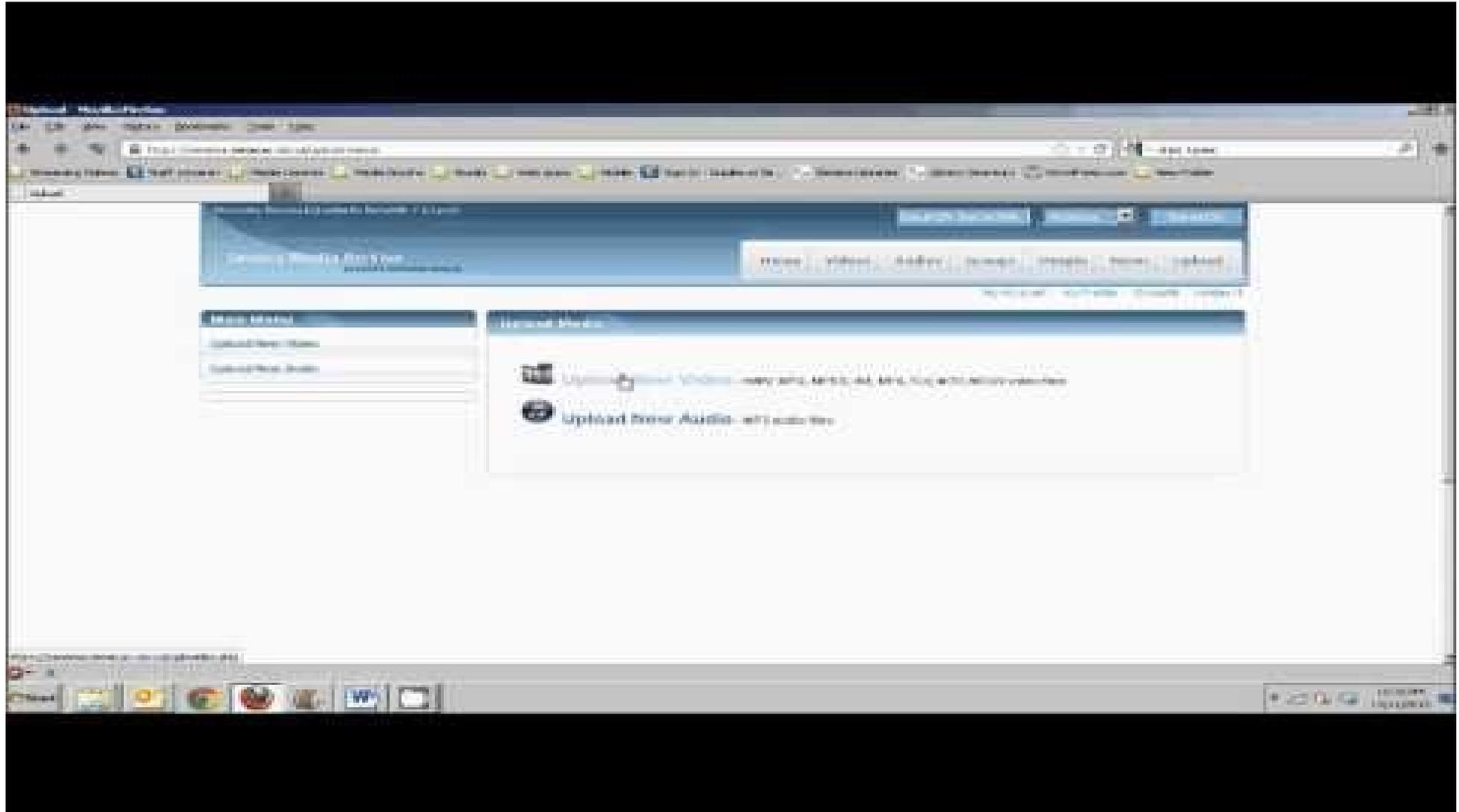


■ DON'T

- *Record without a script*
- *Shoot with bad lighting*
- *Forget your brand*
- *Record in a noisy place*
- *Forget about your audience*
- *Be too static*
- *Jump around*

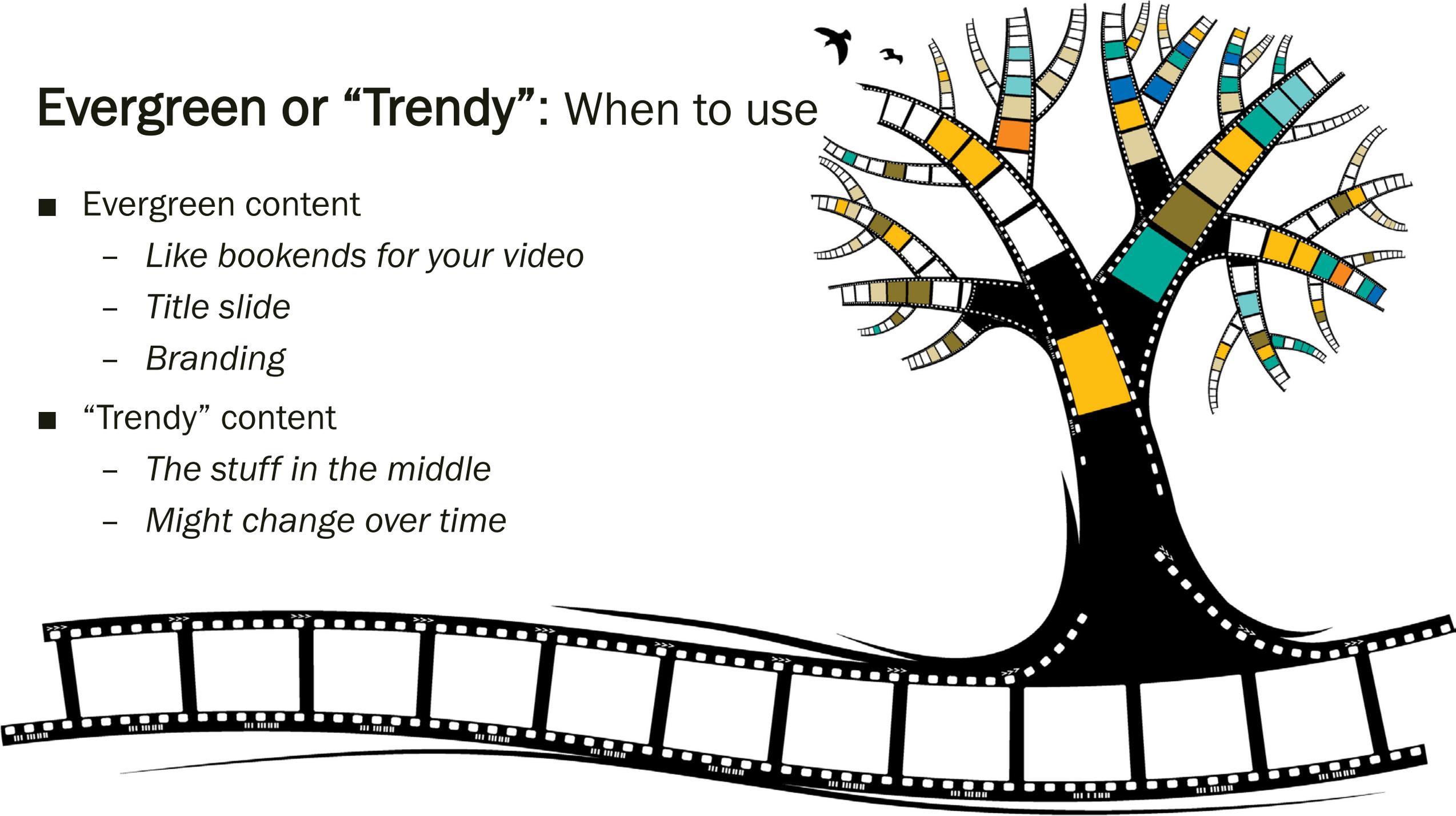


What NOT to Do!



Evergreen or “Trendy”: When to use

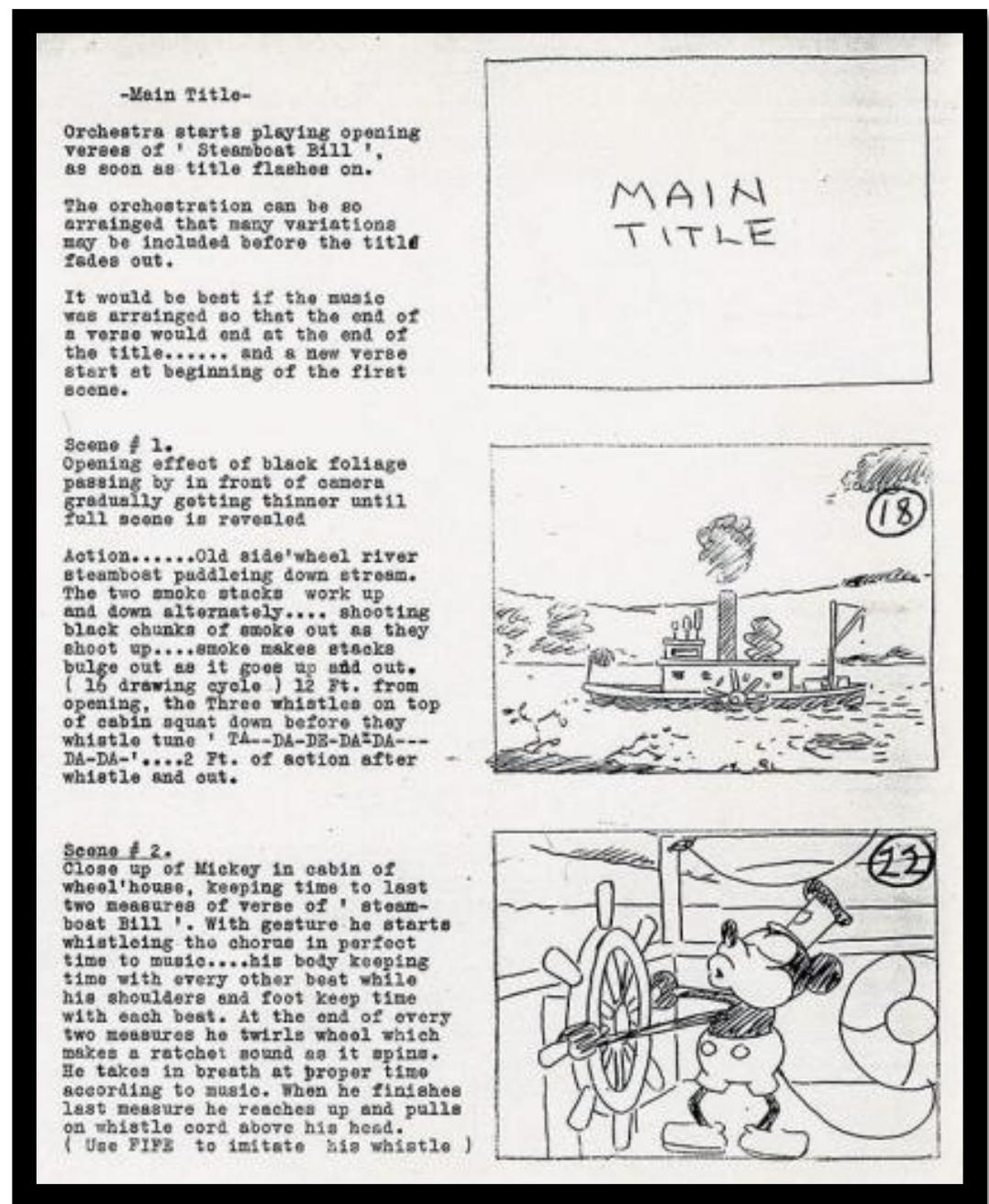
- Evergreen content
 - *Like bookends for your video*
 - *Title slide*
 - *Branding*
- “Trendy” content
 - *The stuff in the middle*
 - *Might change over time*



Storyboarding: not new



It is the blueprint for the video



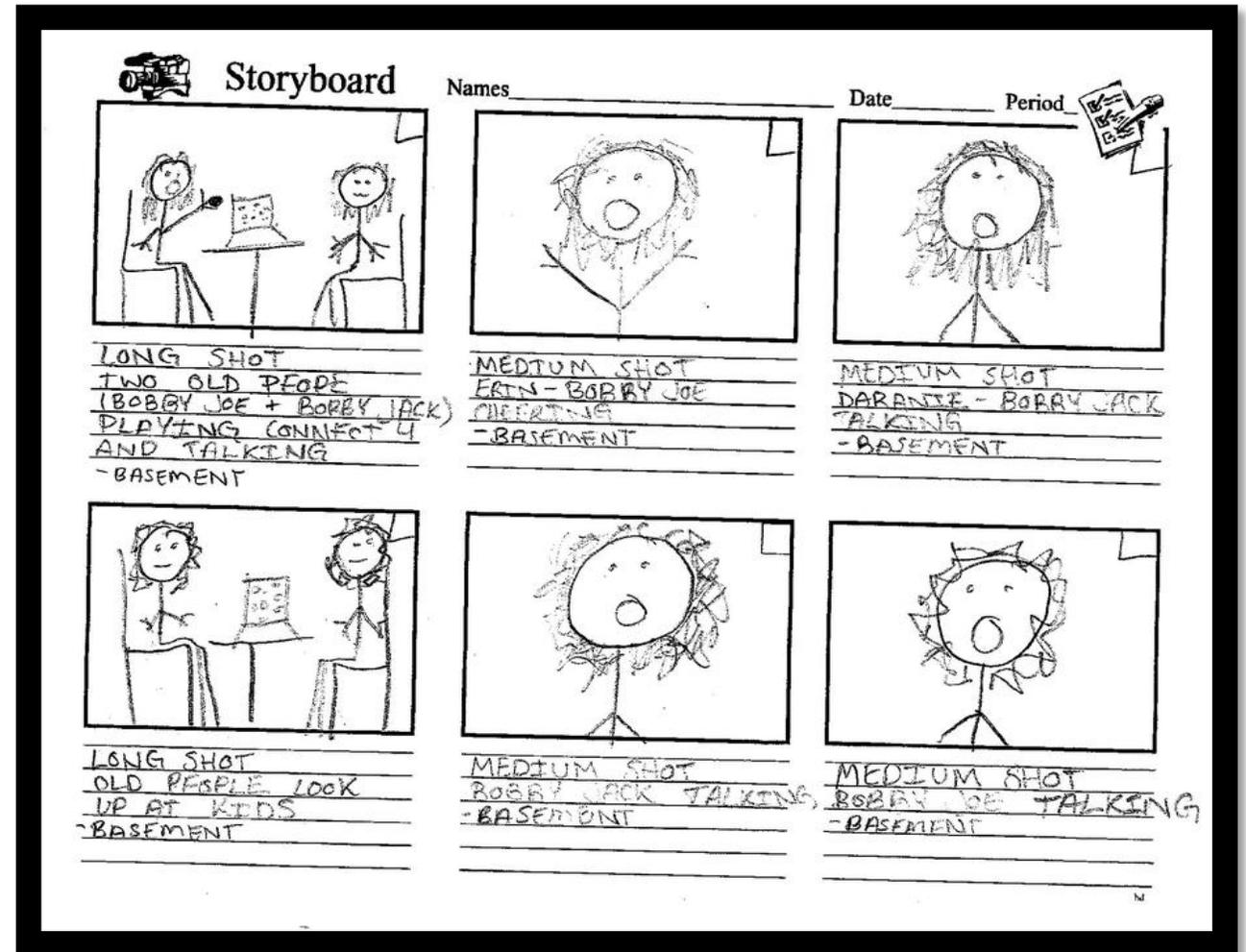
Steps for storyboarding

- Objective: one short sentence
- Brainstorm ideas
- Timeline: main events
- Identify key scenes, locations,
- Sketch thumbnails
- Revise & finalize



Storyboard Activity

- Come up with a program, service, or event to make a video about
- Grab your template
- Start boarding



Craft Services! (that means lunch)

- Video compilation for inspiration
- Ideate: generate a list of possible videos
 - *What services do you want users to **know** about?*
 - *What do you want your audience to **do** after watching your video?*
 - *What do you want them to **think**?*
 - *How do you want them to **feel**?*



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3 Video Categories

- 1. Tutorial related to a library service*
- 2. Teaser for a program or service*
- 3. Communicating the library's role in the community*



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Setting the Stage:

Things to do *before* you hit record

- Production roles
- Lighting
- Framing
- Set dressing
- Safety
- Photo/ video policy



Quiet on the Set!

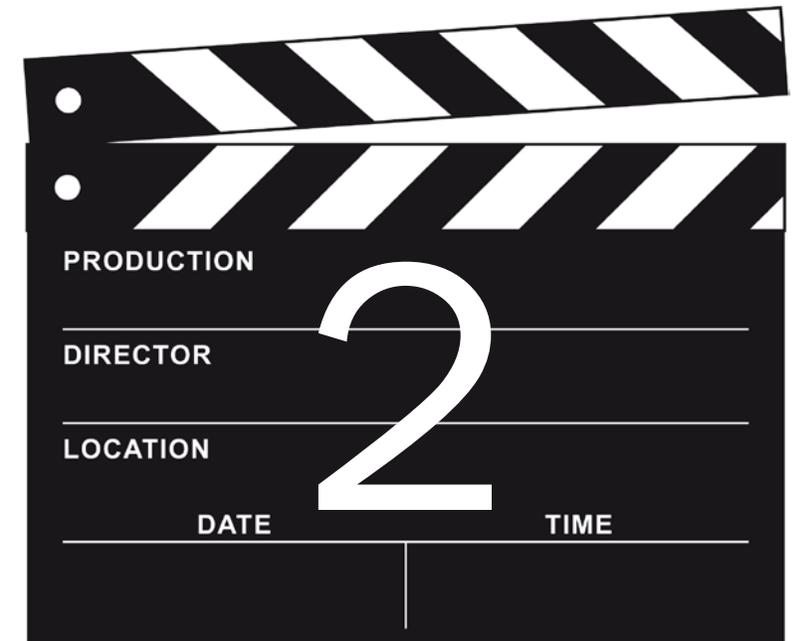
Basic Editing

- Screen recording
- Editing
- Filters
- How to upload/ share
- Captions



Take Two: Bring it All Together

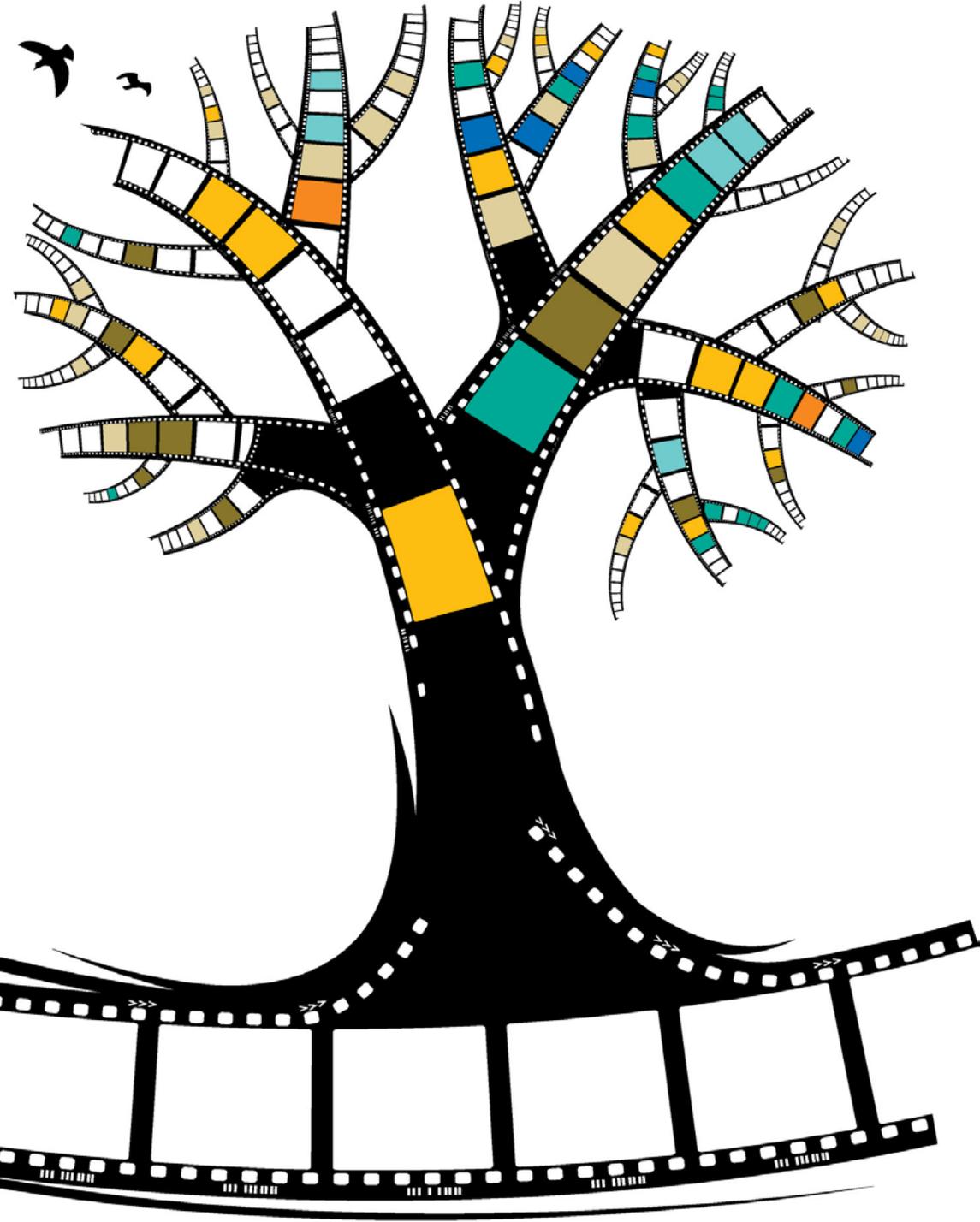
- Create a brief video:
 - Up to 30 seconds
 - On any topic/ subject
 - Apply two things you've learned
 - Shoot additional footage if needed
 - Edit snippets together



Think, pair, share

- Share your video with partner, if you want
- What's one thing that went well?
- What's one thing that didn't go as you'd hoped?
- What's one new thing you applied?

5 minutes to share with partner (2:30 each)



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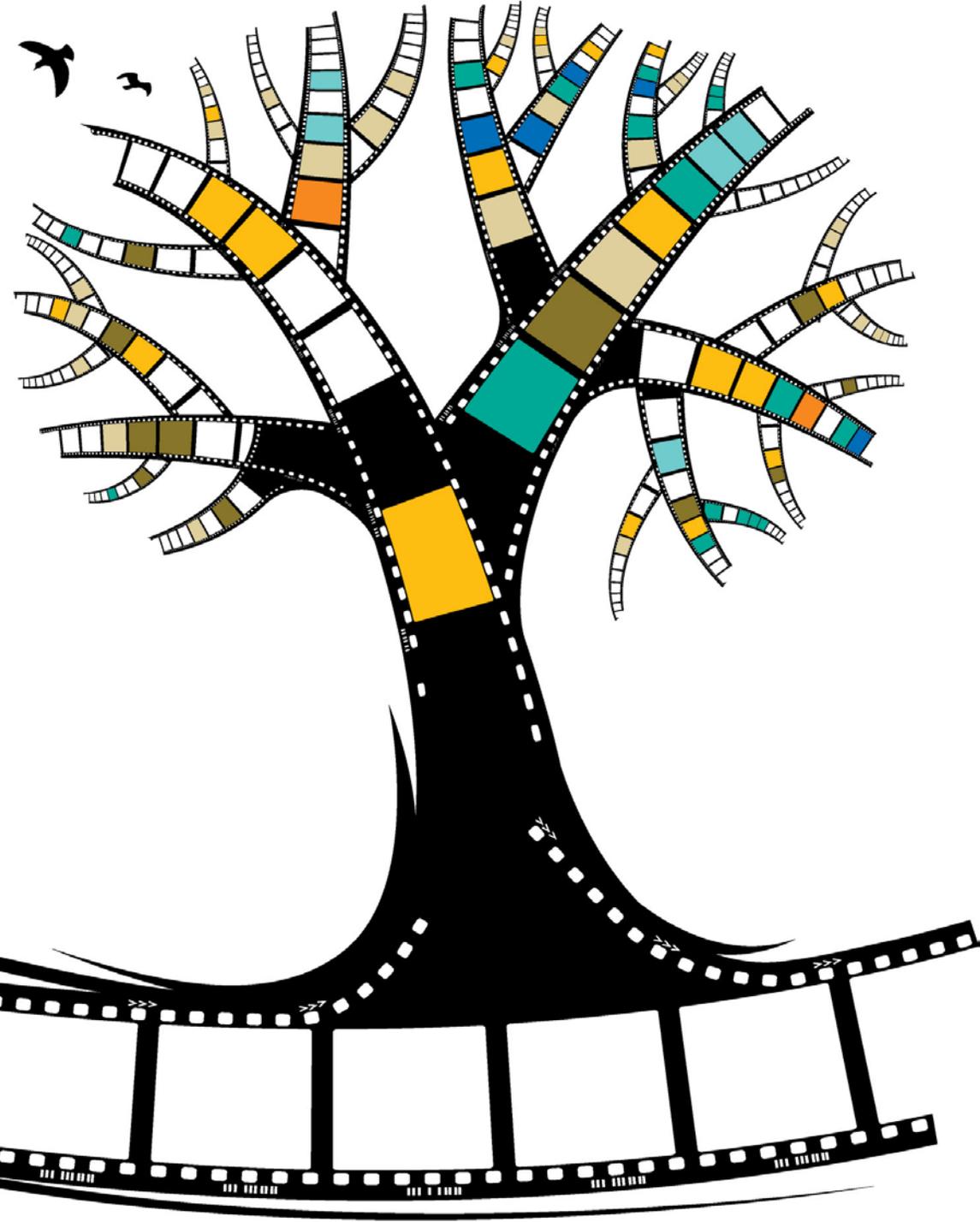
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Debrief

- I like...I wish...What if...
- Things to do:
 - *Attend webinar on 12/7 or 12/11*
 - *Create 3 videos*
 - Instruction
 - Teaser
 - Explainer
 - *Complete summary by March 31st!*
 - *Links & details on Make It site*



Thank you!

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