MAKE IT!
FALL 2018
Video Training

This Photo by Unknown Author is licensed under CC BY-SA-NC
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
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

Storyboard from https://newartofanimation.wordpress.com/2012/01/17/steamboat-willie-the-sound-of-transformation/
Steps for storyboard:

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

Tools:
- Paper & pencils
- Template, in your packet
- Index cards
- Online sites: StoryBoardthat.com, Google Slides, Apps
Storyboard Activity

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

Example from http://durun.ugrasgrup.com/storyboard-examples-for-children/
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*?

This Photo by Unknown Author is licensed under CC BY-NC
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
Confidence Check!

I got this!  >   >   >   >   I’m unsure  >   >   >   >   I’m completely lost
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)
Confidence Check!

I got this!  ➤ ➤ ➤ ➤  I’m unsure  ➤ ➤ ➤ ➤  I’m completely lost

This Photo by Unknown Author is licensed under CC BY-SA

This Photo by Unknown Author is licensed under CC BY-SA
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
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!

Deana Brown
deana.brown@libraries.idaho.gov

Dylan Baker
dylan.baker@libraries.idaho.gov

Sue Walker
sue.walker@libraries.idaho.gov

Tammy Hawley-House
tammy.hawleyhouse@libraries.idaho.gov