Session 309
Create High Quality Training Videos on a Low Budget

Leila Ortega, Cisco Systems
Jason Bramlette, Cisco Systems

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Hello

• Who are we?
• What experience do we bring?
• Why video on a budget when we work for Cisco?
10 Essential Tools

1. Something to record video, something to record audio
2. Tripod and rotator
3. Light kit with reflectors, softeners, tripods
4. Black bags and tape
5. Interesting shoot location
6. White projector screen or green screen
7. Makeup, wardrobe, and accessories
8. Teleprompter
9. Audio and video editing software
10. Screen/voice talent
10 Basic Rules

1. Plan your shoot. Storyboard
2. Not all actors are created equal
3. Teleprompter or Q&A style
4. Take many small video clips
5. Use the most convenient lighting option
6. Get wide and tight shots
7. Find unusual angles
8. Keep camera steady
9. Get plenty of natural sound
10. Use background audio in post to cover awkward cuts or hissing
Talent
Find Amateur On-Screen Talent

- Auditions: Ask to talk on phone camera
- Coachable or waste of time?
- Don’t be afraid to shut it down
Practice Practice Practice!

- Plenty of takes, record practice
- Free teleprompter: http://cueprompter.com
- Avoid terminator effect. Look toward camera w/ diffuse stare
Acting Tip

• Acting tip: Imagine you’re talking to someone you really love
Act Natural

- Use human teleprompter for natural talking
- Find someone comfortable being themselves
- https://www.youtube.com/watch?v=zIlUkxGxqd0 (1:56)
Makeup & Wardrobe

• Glasses are tricky: Anti-glare or lenses out
• Use makeup: Foundation and powder
• Wear plain, light, contrasting clothes
Find VO Talent

- Quick auditions on phone
- Natural, not overly enthusiastic, not over-enunciated
- Sound like you know what you’re talking about
Framing
Frame That Shot

• Frame first, lighting second
• Position head in the top of frame
• Use landscape mode
• Declutter background
• Scrap the unprofessional
• Use settings that tells a story
• Kill shadows, especially on face and in small spaces
Do or Don’t?
Do or Don’t?
Frame That Shot

- Get establishing and closing shots
- Get close up, medium and wide shots
- Find unusual angles: OTS, diagonal, looking up
Over the Shoulder (OTS)
Video with Different Shots

• Day in the Life Using Jabber:
  https://www.youtube.com/watch?v=Bbny7HWiiEg
Background
Setting

• Don’t shoot against a wall
• Background is part of story/message
• Layers, depth and dimension can be good
White Screen

• Graphics and animations on top of video
• White screen - $65
Green Screen

- Graphics and animations behind video
- Green screen: $50
Lighting
Outdoors

• Use most convenient lighting
• Cloudy days are best outdoor light source
Outdoors on a Budget

• Use Jabber on an Apple Watch: https://www.youtube.com/watch?v=GPHe6xHk1QI&list=PLFT-9JpKjRTBUss8qiM9ne2a8S_XlYKsR4&index=1
Basic 4-Point Lighting

1. Key Light
2. Fill Light
3. Back Light
4. Background Light
Cheap Light Kits

- Cowboy Studio Photography 3 Point Lighting Kit, $54
- PBL Studio Photography Video Light Kit, $64
Avoid Inappropriate Lighting

• Overhead light: Raccoon eyes, skeleton face
• One side: Domino face
• Death from below: Horror movie
Use Soft, Flat Light

• Flat lighting
  – Business video, kills shadows on the face, trustworthy
  – Lights in front of camera, above actor's eyeline

• Soft lighting
  – Ring lights = softer, more flattering
  – Use diffusion material, velum, or sheets in front of light
  – Bounce smaller light source off of a reflector, or white board
  – Use fluorescent bulbs, softer than LED
Do or Don’t?
Light Temperature

- Warm and cool lighting
- Lighting consistency
- Set white balance, never go auto
- The basics:
  - Warm: Incandescent bulbs are 2700K
  - Cooler: Office fluorescents are 4200K
  - Cool: Daylight is 5600K
Steady & Consistent
Keep it Steady!

- Invest $20 in a tripod and swivel mount for your smartphone
- Purchase camera remote control
- Use wheelchair for trucking shots
- Or swivel camera on iPod to follow action
Keep it Consistent!

• Tape floor for talent.
• Tape floor for tripod and lights.
• Blackout shades or black trash bags over windows.
Capturing Audio
Live Audio Recording Options

- Portable Audio Recorder
- Smartphones for “wireless” audio
  - Internal vs. External
Make it Sound Good: Live

- Use two smartphones – one for audio, one for video
- Synching: 1-2-3-clap vs. match waveform
- Many free or relatively cheap recording apps
- Earbud lavalier hack – lose the buds
Smartphone Recording Tips

• Put phone on Airplane mode
• Scotch tape over mic to deaden ambient noise
• Invisi-lav, 3-pack is $20: https://www.youtube.com/watch?v=FsbLg-aQmDo
Make it Sound Good: VO

- Mic input options: I/O box or USB
- Reduce ambient sound and echo with sound deadening
- Pop-filter to eliminate p’s and s’s: 6 inch rule
- Script reading: paper vs. screen
- Technique: Pay attention to breathing
- Many audio editing software options
- Record @ low Db: bump in post
My Audio Setup

• Rode NT1
• Pop filter
• Egg crate foam in closet
• IO firewire box to laptop
• Read script off of iPad
• Record and Post in Audition
• Post workflow: amplify 10db, de-clicker auto-heal, vocal enhancer filter
The Studio Reveal

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Post-Production
Edit Audio & Video Cheap

• 30 day trials:
  – Premiere & After Effects
  – Audition
  – Fireworks
  – SnagIt
  – Camtasia for screen action

• Free editing programs- videos, photos, titles, audio:
  – Windows Movie Maker tutorial: https://www.youtube.com/watch?v=aaC_gC4bF6w
  – Mac iMovie tutorial: https://www.youtube.com/watch?v=aEJjvhnA1wQ
  – Animoto tutorial: https://www.youtube.com/watch?v=vfTqCP6LLSA
  – Audacity for audio editing
Background Music Cheap & Free

• Royalty free music on iTunes: $1.69 a track
  – Search for “iTunes Royalty Free Music”
• Animoto: 3,000 licensed tracks with video maker
• YouTube Audio Library (music and sound FX): [https://www.youtube.com/audiolibrary/music](https://www.youtube.com/audiolibrary/music)
• Vimeo Music Store: [https://vimeo.com/musicstore](https://vimeo.com/musicstore)
• Camtasia music library: Part of application
• Or use Garage Band on iMac to compose music
Graphic Fillers- Use What You Have

• Repurpose photos and videos
  – Product photos or logos
  – Storefront or workspace
  – You and other employees

• Get professional animated logo at Fiverr.com
  – Pay $5 and they’ll create one for you
Free Training is the Way to Go!

• Videos on YouTube to learn everything
  – Using software
  – Setting up lighting
  – Acting on video
  – Setting up video angles and shots
• Adobe TV
• Lynda.com has free trainings
Contact Us

• Leila Ortega, https://www.linkedin.com/in/leilaortega
• Jason Bramlette, https://www.linkedin.com/in/jason-bramlette-33ba735