Hit ‘Em with Your Best Shot: Pro-quality Video Production on a Budget

Stuart Bender, CCC Information Services

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Hit ‘Em with Your Best Shot: Pro-Quality Video on a Budget Preview Guide
Presented by Stuart Bender, Learning Technologies Specialist, CCC Information Services Inc.

Is this high-level overview session right for you?
Need to jumpstart or refresh your video production skills? On a budget for tools, training & techniques? We’ll start with a Case Study Training Video and then discuss the processes and tools used to create it.

Use the links below to watch some sample videos
(consider how the videos may be seen: phone/tablet/laptop/desktop/television)

https://youtu.be/IyuqDZ9LovQ
https://youtu.be/wxBxBB5Ic6E

Starting in 2009, we produced 10 videos. Now we produce over 100 a year!
Come to session 811 and learn how we did it:
Thursday, June 9, 2016 4:00 - 5:00 PM  Room: Level 3/Lone Star H
Hit ‘Em with Your Best Shot: Pro-Quality Video on a Budget

Session 811 - Thursday, June 9, 2016  4:00 AM – 5:00 PM
Learning Technologies Specialist

- evaluating and testing software usability
- designing user education and assistance tools
- improving user experience

Previous and concurrent positions include:

- adjunct and full-time university faculty positions in Visual Arts, Video Production, and Multimedia Design, with awards from the National Endowment for the Arts and the Public Corporation for the Arts.

Corporate work includes:

- concept to delivery of multimedia training and marketing deliverables using industry-standard authoring and design applications that include Adobe Premiere Pro with the Adobe Creative Suite.

Responsibilities have included:

- project management, audio and video production, user interface and navigation design, usability analysis, graphic design, animation, and software simulations.

Independent video productions:

- live performance, sculptures, installations, and music/video works have been televised and exhibited internationally, including the Prix Ars Electronica in Austria, the New York Video and Film Festival, and as a guest speaker at the Directors Guild of America in Los Angeles.
1) Discussing case study requirements

2) Reviewing a 90 second training video designed for smart phone delivery

3) Discussing general video production and editing techniques

4) Discussing techniques specific to the case study

5) Discussing tips, styles and how we developed a video presence
Case Study: Field Inventory Representative Training

- Challenge: Translate a written manual for processing forms into short, easy-to-use videos
- Solution: 12 part series to refresh key information for users who may start work 3 - 4 weeks after training
Case Study: Field Inventory Representative Training

- Objectives:
  - Translate written manual into easy-to-use video
  - Scale for primary viewing on a Small Screen
  - Reduce support calls

- Factors:
  Script for video, screen composition, amateur talent, graphics, color, text, duration, ease-of-use, deadlines, and delivery formats
Case Study: Field Inventory Representative Training

- The video sample is a refresher to ensure that documents are organized properly for shipping
- This task was the one most often done incorrectly, resulting in many wasted hours of manual re-sorting
Topics

- **Script:** Why is this important?
  Write the way you speak and in the user’s language.

- **Design:** How will your video be seen?
  Compose for Phone, Tablet, Laptop, Desktop, TV.

- **Storyboard:** Do you have a list of images you need?
  Using a storyboard to guide your production.
Topics

• **Live Talent**: Are there advantages and challenges? When and why we choose this format.

• **Green Screen**: Replace the background or not? Shooting and designing for different backgrounds.

• **Research**: Audio, lighting, equipment, techniques? The Internet is a fantastic resource and it’s free.
Topics

• *Teleprompter*: What can you use or make?
  Keep the line of sight directly into the camera.

• *Editing*: Can you fix it in post?
  If you know Photoshop you have a head start.

• *Distribution*: YouTube or Vimeo?
  They’re easy and free (for basic).
• Let's Talk: How did we develop a video presence? Tips on different styles of video for training and a brief history of our video presence from 2009 – 2016.

• Time permitting: Q and A
Questions? Contact: sbender@cccis.com
We start by watching a sample training video, and then analyze it from concept to delivery.

Case Study: Still frame from the final project using green screen key
1) The Script is the primary element.

- The script will determine your images and text.
- Write the way you speak, in the user’s language.
- Try reading the script silently and then out loud.
- Expect some changes during the live recording.
2) **Design**: How do you expect the video to be viewed (smart phone, tablet, laptop, computer, TV)?

Content will determine the delivery format. Delivery format will determine composition.

Older TVs may cut the image

You may want to shoot or edit with a Safe Area in mind.

Title Safe Area – inner box

A quick fix for viewing on a TV – shrink the edited video to fit in the ‘Safe Area’ and place it on a new background.

Action Safe Area – outer box
3) **Storyboard:** What will you use as graphics - do you want or need a storyboard?

Search: “storyboard template”
4) Amateur or Professional Talent:

What are the advantages and challenges? 

Try and keep the ‘Line of Sight’ looking directly into the camera.

Faces may be universally engaging, however use and duration are key factors to hold viewer interest.

Have a minimal make-up kit: powder to soften highlights.

5) **No Background**

Original video

**Green Screen Background**

Original video

Note the size and composition. The top two are basically the same, but the Green Screen accommodates resizing. Pay attention to your lighting - green backgrounds should be evenly illuminated with no shadows or reflections.

In the testimonial video, the talent is the primary focus. In the training video, the talent is engaging but secondary.
6) **Research:** Where can you learn about audio, lighting and shooting techniques and equipment? Search the Web for documents and tutorials – it’s great and it’s free.

Comparing Camcorders - [http://www.lockergnome.com/media/2013/05/29/hd-camcorder-features/](http://www.lockergnome.com/media/2013/05/29/hd-camcorder-features/)


Lights (keep it cool) - [http://m.youtube.com/watch?v=JTSNphtycbg&desktop_uri=%2Fwatch%3Fv%3DJTSNphtycbg](http://m.youtube.com/watch?v=JTSNphtycbg&desktop_uri=%2Fwatch%3Fv%3DJTSNphtycbg)

Green Screen - [http://www.greenscreensystems.com/category-s/1822.htm](http://www.greenscreensystems.com/category-s/1822.htm)

7) **Teleprompter:** Paper, PowerPoint, Flash, Laptops, Monitors, Tablets? – be creative. As long as the speaker’s line of sight appears to be directly into the camera it will be OK.

*Use some kind of teleprompter!*

Even with professionals, you’ll waste time with multiple takes
8) **Editing and Effects** – If you know Photoshop, you’ll have a head start with **Premiere Pro**.

*Suggested Recording and Output Standards for HD: H.264 at 720p or 1080p
*Youtube is an excellent free resource for tutorials (Adobe Premiere Pro pictured below)

Using a green screen key means making anything green invisible and inserting a different image in it’s place – typical for new backgrounds
8) **Editing and Effects cont.** – After Effects can be easier if you use Photoshop or Premiere.  
*Suggested Recording and Output Standards for HD: H.264 at 720p or 1080p*  
*Youtube is an excellent free resource for tutorials*

You can add filters and effects using an editing program to correct, augment, enhance or alter footage when necessary.
9) **Distribution:** YouTube and Vimeo - easy and free.

[https://www.youtube.com](https://www.youtube.com)

- Click **Sign In** and follow directions

[https://vimeo.com](https://vimeo.com)

- Click **Join** and follow directions
10) *Let's Talk:* Styles, Tips, and Developing a Video Presence

sometimes you’ll work without a script

scripted training: online help

The videos above were designed for full-screen viewing

The design for small screens would be very different in order to accommodate the image details. Audio-only tracks are recorded at the same time as the video, so they match the room ambience.

**Remember:**

Consider how your video will most likely be seen – mobile, tablet, laptop, computer, television, etc. This will help you to design for the appropriate format.
For small screens the composition is simple and the graphics are bold, but can still translate well if viewed on formats like tablets or laptops. Use close-ups

Keep in mind: details and close-ups may overwhelm on larger screens.
Design for All Screens

Single Camera Technique:
Different angles of the same action edited together – continuity is crucial

Reinforce audio with bold and simple text

Keep the text the same as the audio
Using different words will be confusing

Separate with a paper clip or rubber band
Video Sample Using Smart Phone – Lighting, Audio, and Testing are Key

This is a sample video shot on a smart phone with an Audio Technica ATR 3350iS Lavalier microphone. Good audio is crucial. This was an unrehearsed, ad lib demo. The footage was shot in an office with available overhead fluorescent lighting only. No visual effects were added in post-production.
Speaking of audio:

Good audio may compensate for poor video, but not the other way around.

A small investment in a good microphone will really pay off in the long run.

Design for All Screens

Wireless microphones:

 EW 100-ENG G3

Flexible ENG set for indoor and outdoor use:
- SK 100 G3 adaptive diversity receiver
- SK 100 G3 bodypack transmitter
- ME 2 clip-on microphone
- SKP 200 G3 plug-on transmitter that turns any XLR mic into a wireless one.

https://www.youtube.com/watch?v=jjf7yxDII0w
Developing a Video Presence
2009 – Added video to a DVD menu

10 videos with a consumer camcorder

Recorded in a conference room

Used a wall monitor as a teleprompter
2010
• Created a green background from construction paper
• Upgraded Microphone
• Added green screen key effects
• Fluorescent Light Kit (3 single bulb instruments)

Introduced a Video Host into our Online Help System using a green screen key for inserting backgrounds
The linen cloth created problems due to its size and creases. We replaced linen with stretch fabric to eliminate wrinkles.

3 Point lighting setup: key light for illumination, fill light to fill in the shadows, back light to highlight the back of the subject.
Start with tools you already have and are comfortable using.
Make time to experiment and demonstrate what you can do.

Practice will help you develop a confident and capable video presence.
2012 – Hardware upgrade: professional camcorder: Sony HXR NX70U

Full body shot used in an online training program for a limbo white background

Flat and even background lighting is critical to key out the green background
2013 – Editing Software upgrade: https://www.youtube.com/watch?v=kWTHWOY1usU
2016 – Editing Software upgraded: https://www.youtube.com/watch?v=Bg8-83heFRM/

10 in 2009

400+ by 2016

$1,000,000.00+

ROI

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Recap

• **Script**: Write the way you speak and in the user’s language.

• **Design**: Decide how the video will be seen. Your content will determine the device.

• **Storyboard**: Mapping out your graphics and text can save you time and trouble.

• **Talent**: Use and duration are the key factors for user engagement.

• **Green Screen**: Flat, even background lighting with no shadows is essential.

• **Research**: Audio, lighting, shooting, editing, equipment: The Internet is the place.

• **Teleprompter**: Use paper, laptops, monitors, be inventive – but use something.

• **Editing**: Software and Effects – if you know Photoshop, Premiere can be a breeze.

• **Distribution**: YouTube or Vimeo - Easy and Free.
Create a channel:

Youtube [http://www.youtube.com](http://www.youtube.com)
Vimeo [https://vimeo.com](https://vimeo.com)

Hear what you’re getting:

Compare Microphones
[http://dvcreators.net/shotgun-shootout/](http://dvcreators.net/shotgun-shootout/)

Audio-Technica pro 45

Sennheiser EW ENG-100 G3 wireless
[https://www.youtube.com/watch?v=jjf7yxDIl0w](https://www.youtube.com/watch?v=jjf7yxDIl0w)

Camcorders we use:

Sony HDR XR520V
[http://www.amazon.com/Sony-HDR-XR520V-Definition-Camcorder-Optical/dp/B001Q7VXN4](http://www.amazon.com/Sony-HDR-XR520V-Definition-Camcorder-Optical/dp/B001Q7VXN4)

Sony HXR NX70U

Research Starters:


Choosing a Camcorder [http://www.lockergnome.com/media/2013/05/29/hd-camcorder-features/](http://www.lockergnome.com/media/2013/05/29/hd-camcorder-features/)


Lights [http://m.youtube.com/watch?v=JTSNphtycbg&desktop_uri=/watch?v=JTSNphtycb](http://m.youtube.com/watch?v=JTSNphtycbg&desktop_uri=/watch?v=JTSNphtycb)

Green Screen Tutorial [https://www.youtube.com/watch?v=MPrvEyw-3mo](https://www.youtube.com/watch?v=MPrvEyw-3mo)

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