How to create a good-looking video on the cheap

step-by-step guide from:

pushr

THE OFFICIAL MEDIA SPONSOR OF THE 2018 NEW VENTURES BC COMPETITION

ESSENTIALS FOR A GOOD VIDEO

PRE-PRODUCTION	PRODUCTION	POST-PRODUCTION
SCRIPT, COMPOSITION, CAMERA GEAR, LIGHTING, AUDIO	SHOOTING	EDITING

1. SCRIPT

- **BE CONVERSATIONAL, BE RELATABLE**

Be natural - normal vocabulary (no five-dollar words)

Key points only - executive summary

Don't be boring! Energy, personality, smile

2. COMPOSITION

- **RULE OF THIRDS**

Design / decorate / clean / use colours

Flattering angles only

Depth is key, the more space behind the subject the better

3. LIGHTING

- **USE DAYLIGHT**

If you can't get daylight, get some lamps and shine on the subject

Facing windows is a no-no

We just want to make the subject look good and lit up

4. CAMERA GEAR

- **DSLR + TRIPOD**

Ask friends to borrow equipment - everyone has a DSLR they don't use

Google video production rental services
(rent hack: rent on saturday, return monday - 1 day rate, 2 days of use)

Vancouver Public Library – Inspiration Labs

Google Pixel, IPhone X would work too

5. AUDIO

- **DON'T USE THE CAMERA MIC (usually 10ft+ away)**

Get a separate audio recording device
(you can use iPhone recording app and place near the subject)

Be mindful of external noise - turn off loud appliances, HVAC, etc.

If audio is clean you're good

6. SHOOTING

- **RECORD SECTION BY SECTION, EDIT ALL TOGETHER AFTER – don't need to do all in one take**

Get b-roll footage of company, product, people, etc.

Record multiple takes, use the best ones

Different focal lengths (normal shot versus close-up)

Look and dress good (de-shine your face)

7. EDITING

- **USE IMOVIE, ADOBE PREMIERE PRO, WINDOWS MOVIE MAKER TO EDIT**
(free) (free trial) (free)

Take video files and audio files and match them on the editor timeline

Make it flow – get creative with shots and b-roll

Make colours pop – contrast and balance colour levels

Add subtle background music – sets the tone

You should be good to go... remember to have fun!

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