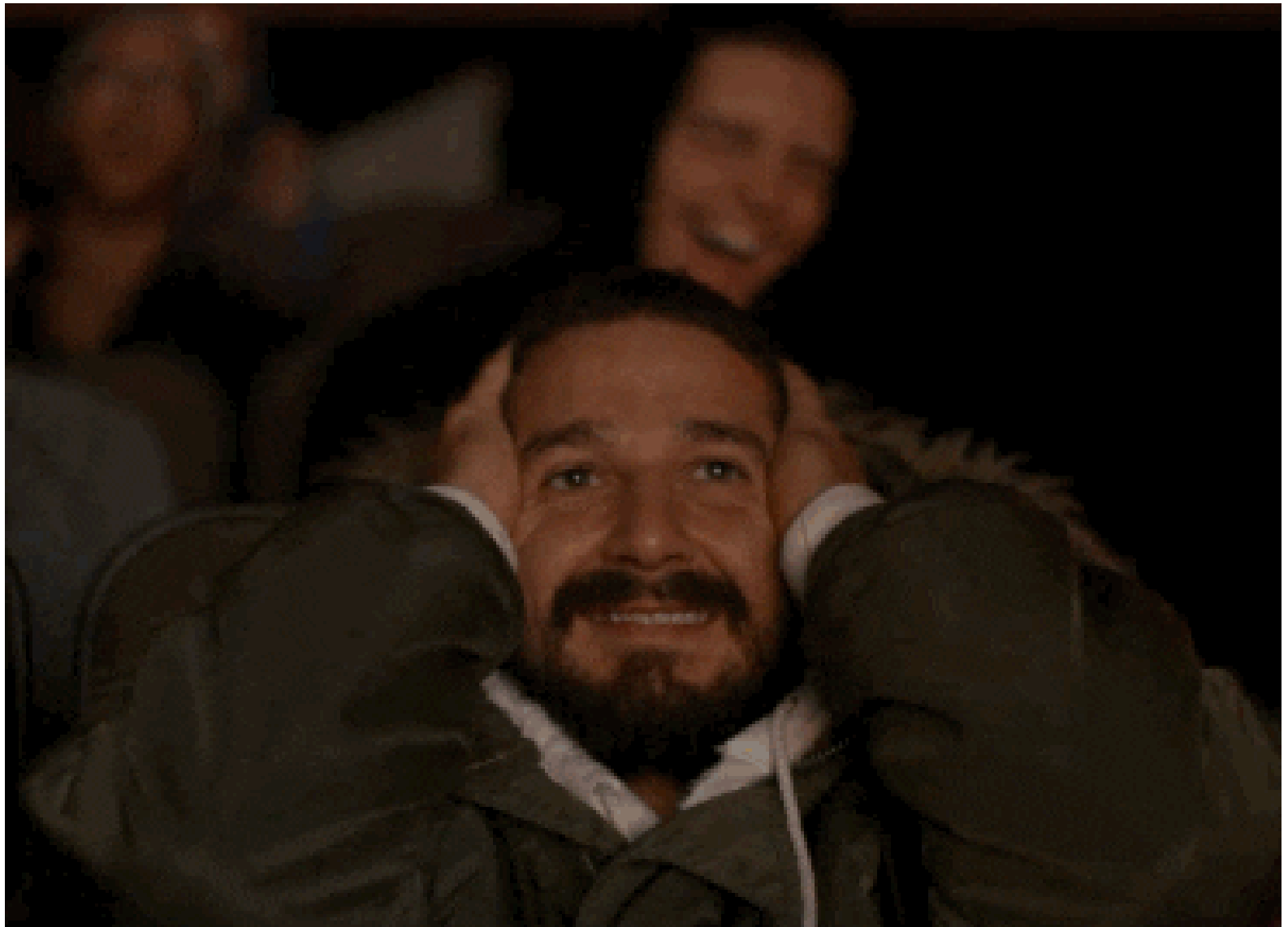

Video Production 101

The Power of Video





We process images 60,000x faster than text

65% clickthrough increase

Video is 62-85% of all internet traffic



Uses for video

- Promote
- Recap and Highlight
- Engage and Inspire

3 Stages

- Pre-Production = planning
- Production = shooting
- Post-Production = editing



Pre-Production

Tips for preparing your video



Equipment 🤝 Knowledge



Ring Light

$30-$100



DSLR / Mirrorless Cameras

$300-$800-$3,000





Prime Lens

Example: 50mm

$100-$500

Pros: Low-light, sharp, small, price



Zoom Lens

Example: 18-105mm

$200-$1500

Pros: Wider / closer, flexible in many situations


Phone & No Light


Phone With Light


Mirrorless Camera & No Light


Mirrorless Camera With Light





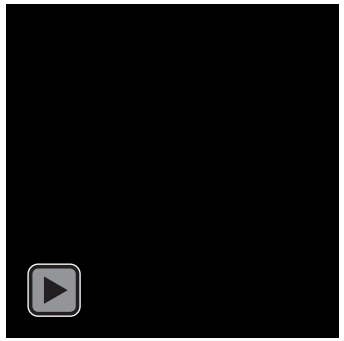
Tripod

$30

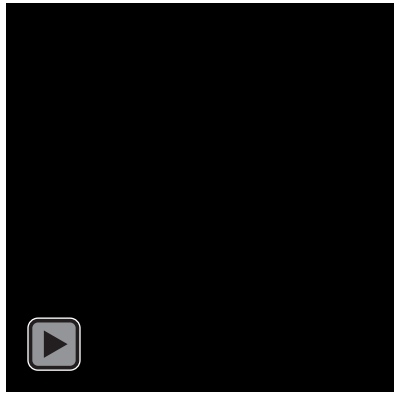


Lapel Microphones

$199



Camera Microphone



Using a Lapel Microphone

SD Cards, batteries, cases, etc.

$100-$200



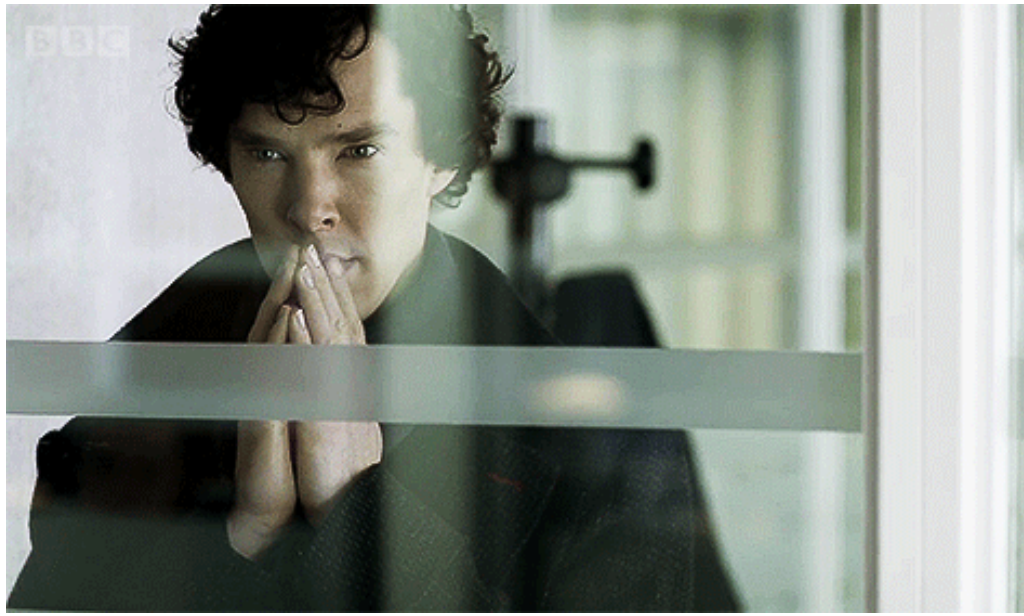
Teleprompter

$99



Other ways to prep

- Location planning
- Script
- Interview questions
- Purpose



Production

Tips for shooting your video









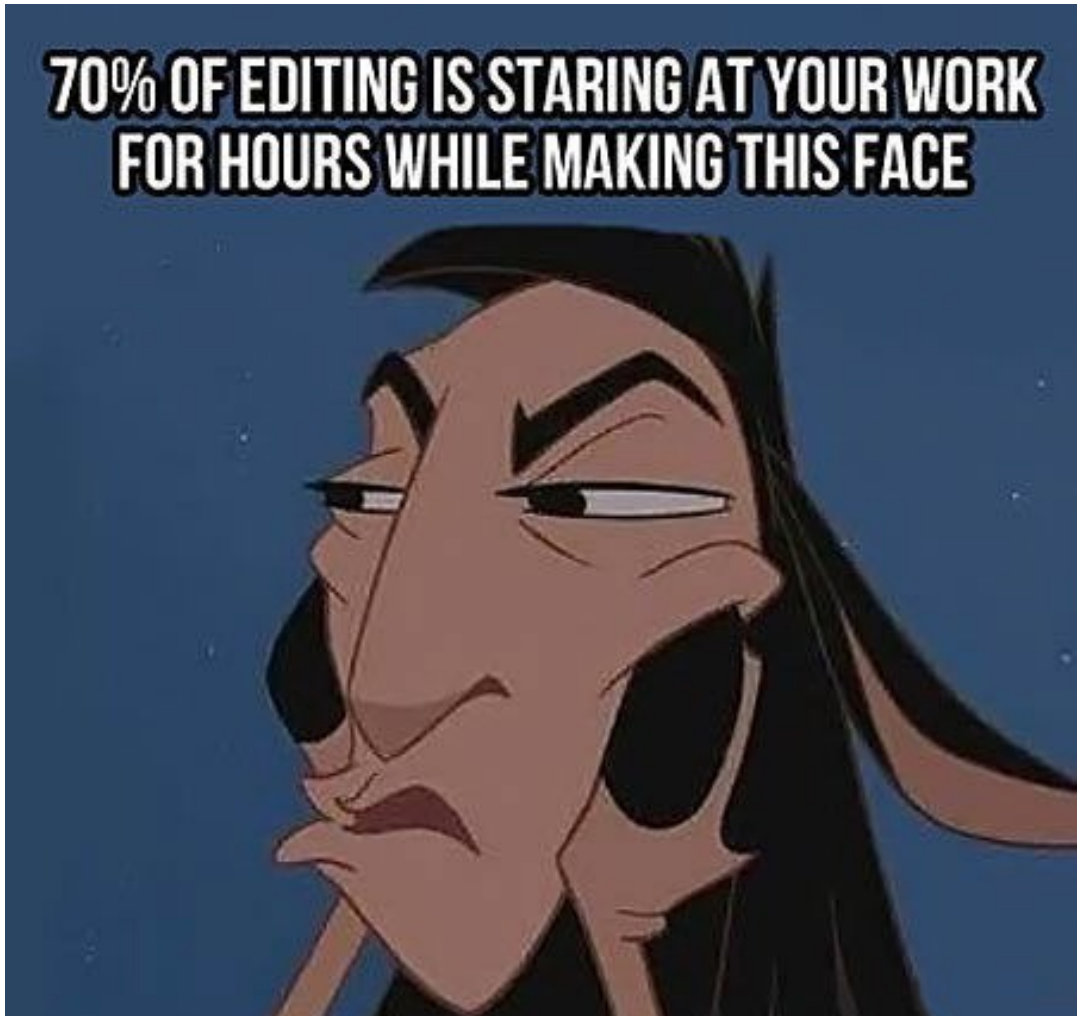

Press Esc to exit full screen
we would go to Mass.





Post-Production

Tips for editing your video



Industry Standard Editors

Adobe Premiere Pro
$12/month



Final Cut Pro
$300

Free Editors



Canva

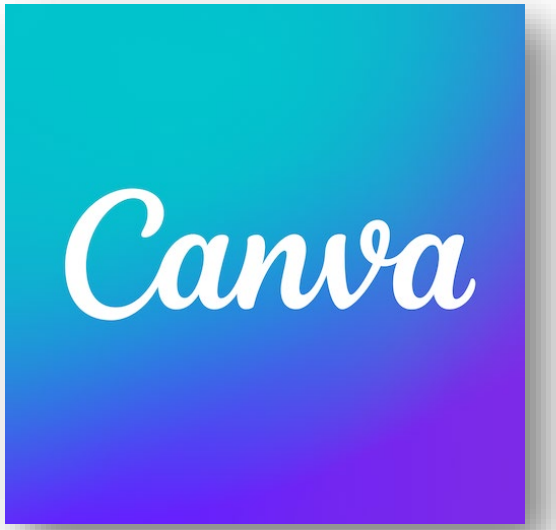


DaVinci Resolve



iMovie

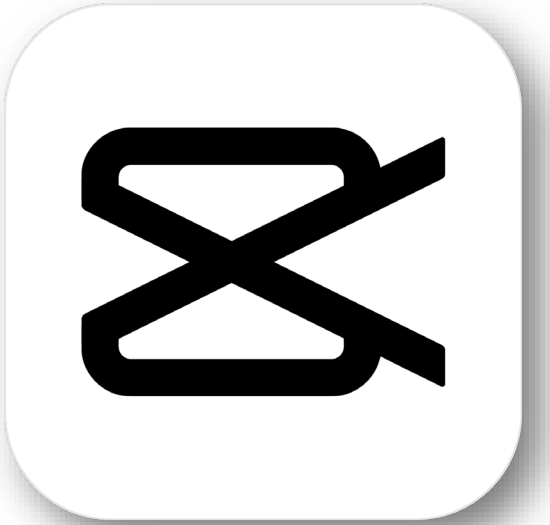
Free Mobile Editors



Canva



Premiere Rush



CapCut

Trimming





YouTube

16:9

Face-book

1:1

4:5



Instagram

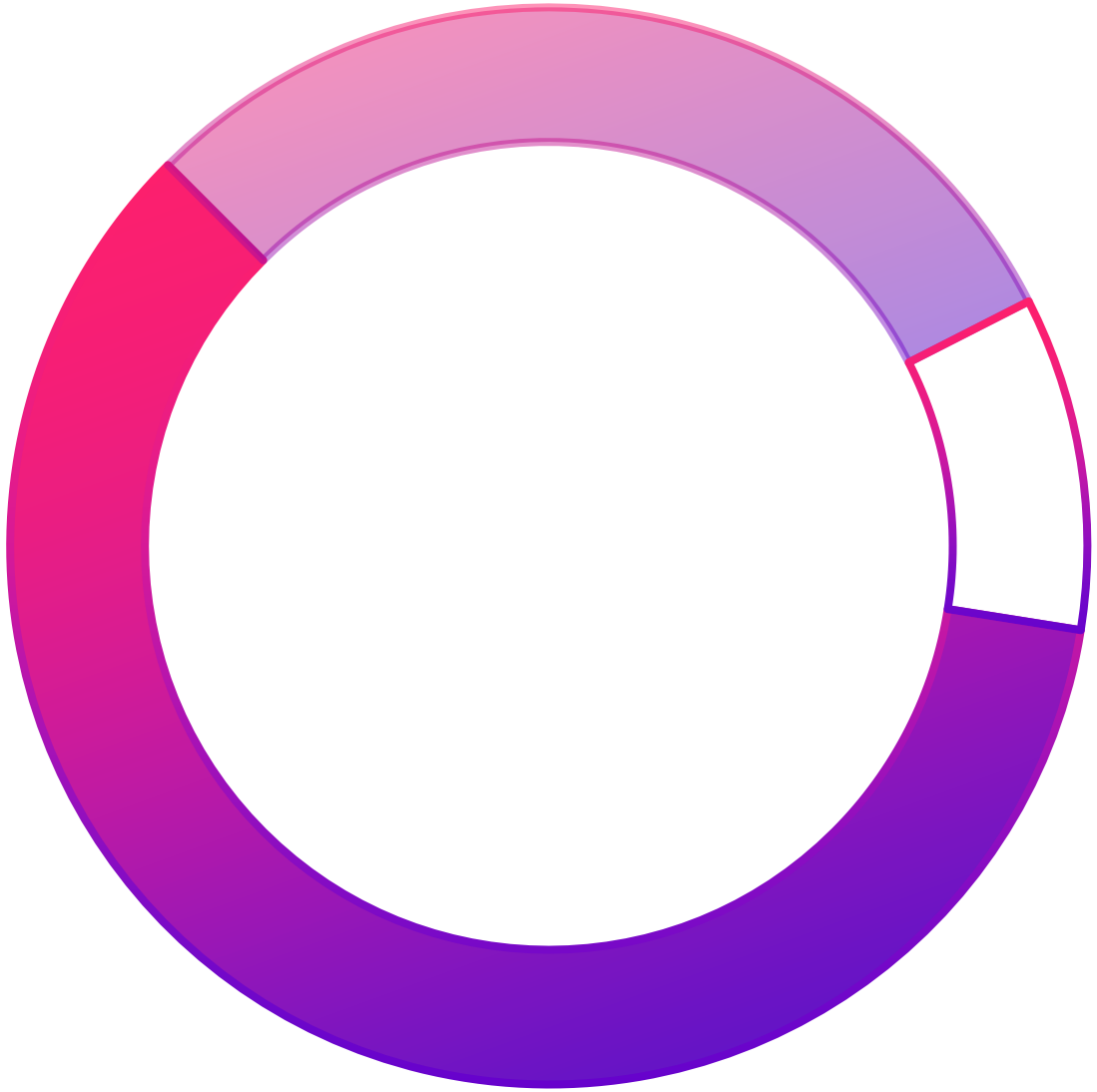
9:16





60-90%

Watch videos
with sound off



Let's Make a Video!