



# Simplified Video Creation

An Overview of Creating Academic Coursework  
Videos and Resources You Can Use

Instructional Media Services – Maher Hall 176/186

Equipment Checkout – Ext. 4567

Video Editing/Media Lab – Ext. 5943

# Video Editing Lab and Equipment Checkout

## **Maheer 176/186 – Extension 4567 or 5943**

- Video and Sound Editing
- Ability to check out cameras
- Video editing lab – using Final Cut Pro
- Utilize other cameras if you have them
- Other Video amenities available:
  - Tripods
  - Microphones
  - iPads/iPhones



# Promo Video Concepts

## **Identify the Problem in the Market**

- Look at what the target audience wants to see
- What is the audience looking for in the video?

## **Present a Solution to the Problem**

- Can be shown with a product, real world results, or tangible results

## **Why to Support the Solution**

- Give audience reason to vote and/or support



# Enhancing Promotional Videos

Use **B-roll or images** that relates to what voice is referring to

Begin with **emotional hook or quick facts**

Utilize any of the following to further **convey the message:**

- Text
- Photos
- Videos
- Voice overs
- Interviews



# Filming Tips

1. Keep it short and remember that you can cut bad takes in editing.
2. Make sure the light is bright, but not too harsh.
3. Film in front of a backdrop that relates to your message.
4. When inside, avoid filming in front of windows.
5. Keep the microphone close enough to be heard clearly.
6. Eliminate as much background noise as possible such as fans, phones, or street noise.
7. Record a quick trial as a dry run before your first take.
8. Prepare a loose script/talking points in advance.
9. Be conversational. It's good to have talking points, but don't make it obvious you're reading from a script.

# Perspectives & Approaches

**Three types** of perspectives that work in promotional pieces:

**1. Positive and upbeat energy**

-setting an optimistic tone for viewers

**2. Personal story**

-someone's own story that audience can relate to

**3. Emotional connection**

-tug at the heart strings of audiences

