

Short Web-Based Video (in a Nutshell)

Web based video, “newsy,” not more than 3 minutes long. (Note: People usually x-out after a couple minutes!) It is important to have a concise message with great visuals. Keep it simple.

Purpose: to inform and to inspire people to use web links for more information.

The audience:

- WHO are we trying to reach?
- WHAT do we want them to know?

Setting the stage:

- The storyline: Not more than 3 main points
- The cast: Who will we interview? Where will we interview? What will we ask?
- The scenes: What will we show? What B-roll do we need?

Audio and visual:

- Shoot: Interviews and lots of b-roll. Allow plenty of time.
- Transcript: All interviews with time codes.
- Review video: What great scenes did we capture?

Refine the story:

- Cut and paste interview, add narration as needed. Sometimes narrator can make the point more effectively than the person who has been interviewed does.
- Determine what visuals to use. What more is needed?
- Fill in: Extra footage (existing), sound effects, narration, music, etc.

Edit:

- Ask: Have we told a good story? (It may be a little different than the one we started out with. That's OK!)
- Fine-tune both audio and visual.
- Edit to desired length. No redundancy. No guilt...make a good story.

Technical Finishing Touches as needed for distribution:

- Media site
- Web
- DVDs
- FTP site for news
- etc.

Distribute!!