



Video 101: How to Make a Great Video

A video can be a great way to take your Healthy Eating and Physical Activity Plays further and show off your successes to others. Whether you decide to use your own digital camera or borrow equipment from your school, follow these tips to make your video a crowd pleaser!

Before You Start

Make an outline.

Decide in advance what shots you want to include and what order they will follow. Some things to consider:

- What is the overall purpose of your video? What do you want people to know after watching this video?
- How will you open your video?
- What activities do you want to tape people doing?
- Who do you want to interview?
- How will you end your video?
- Make a schedule of when you plan to get all of your shots and when people are available to be interviewed.
- Determine where you'll be sharing your video: Online? At a school assembly? With local news media? All of the above?

Practice, practice, practice.

- Get comfortable with the camera and shooting process.
- Figure out what works (and what doesn't) — and practice so you can make it happen again.
- Do a "test run" before the real shoot to solve any problems and work out any kinks.
- Be sure to turn off the date/clock function on the camera before you shoot.

Power up.

- Start with a fully charged battery and carry a spare charged battery just in case.
- Make sure the camera lens is clean before you start shooting.
- Double-check that you have plenty of memory cards for recording.





At the Shoot

Keep your focus.

- Keep your camera as steady as possible. Place it on a table, or better yet, use a tripod. Things like breathing and slight body movements are exaggerated on camera, so a tripod will make your video look more professional.

Do a sound check.

- Good sound quality is a must for a successful video. If possible, don't use the built-in microphone — use a handheld, lapel or other external microphone.
- Background noise — like traffic and people talking — can interfere with your shoot. Try to film away from the noise, or if it makes sense, make the noise part of your video by including the crowd or street in your shoot.

Stay organized.

- Begin each shot (or “clip”) by announcing what you are shooting and which take it is (just like you see on TV: “Take one!”).
- Write down who or what you're taping and the camera “timestamp” — in other words, what the camera timer says when you press “record” and when you press “stop.”
- Make sure to leave about two seconds of lead-in time at the beginning and end of each clip, so you can edit if you need to. When you hit “record,” wait two seconds before anyone starts speaking; after the person stops speaking, wait two seconds before hitting “stop.”

Watch your light.

- Remember that, like sound, light also makes a difference in the quality of your video.
- Make sure there are no shadows or glares on the faces or foreheads of the people you are shooting.

Know when to get close up — and when to pull back.

- If you're shooting interviews to post on a website, go for a “tight shot”: frame people very closely and shoot them from the waist or chest up.
- Make sure the camera is at eye level with the person you're interviewing so they're looking straight ahead — not up or down. Remind the person to look directly into the camera!
- If you're shooting a physical activity (like walking), it's best to stand still and shoot from a fixed location. You can even move to different fixed locations and shoot. But don't try to tape while you're moving — the video will turn out shaky.



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After the Last Shoot

Edit.

- Enlist the help of your Program Advisor(s) and other adults, if necessary, to edit your video and piece it all together.

Host a screening party.

- Get together with your team and Program Advisor(s) to watch the video and celebrate your successes.

Share your final video!

- Post your video online at FuelUpToPlay60.com! With the Program Advisor's guidance, send it to local news outlets, or broadcast it over your school's closed-circuit TV station (if you have one), or at a school-wide assembly. It's time to show off your work and be proud!



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