

CHECKLIST

PREPRODUCTION

*Approximately 6 hours**

- Watch other videos and determine what makes them great.
- Determine what video equipment you have access to.
- Determine how the video will be evaluated.
- Choose the best subject, and begin planning.
- Research your topic. Find support photos, music, and illustrations.
- Include a drawing and caption for each shot in your video.
- Divide jobs among members of your group.

PRODUCTION

*Approximately 3 hours**

- Have actors practice their lines or review their interview questions.
- Reduce or remove shadows, glares, or noises.
- Review your footage to make sure you like what you are recording.

POSTPRODUCTION

*Approximately 3 hours**

- List all the pieces of footage you shot in an edit log, noting the ones you want to use.
- Consider the pace, continuity, and purpose of the pieces of footage you chose.

PRESENTATION

Length of Finished Product

- Show your video and get comments from your audience. Evaluate your video on the basis of how well it achieved its purpose.

RESOURCES

BEST PRACTICES IN VIDEO

For more information on creating a videos, check out the following:

- How to Make A Great How-To Video (<http://on.mash.to/Mlxe4i>)
- Vimeo Video School (<http://bit.ly/1mihGy7>)

STOCK FOOTAGE

Free video is available from a variety of sources. A few of our favorites are:

- Vimeo HD Stock Footage Group (<http://bit.ly/1pEM2iq>)
- Motion Elements (<http://bit.ly/Tn4FfM>)

**Times based on 15 minute video production.*

BEGINNING YOUR VIDEO PROJECT

TYPE OF VIDEO PROJECT: Identify the type of video project you will create (commercial, movie preview, documentary, news story, music video, etc.)

VIDEO EQUIPMENT: Identify the video equipment you have access to. Not only cameras, but also a tripod, extra mics, etc.

TOPIC: Briefly describe the subject of your video and a working title.

LENGTH: Approximately how long will your video be?

AUDIENCE: Describe your target audience.

PURPOSE: Is the main purpose of your video to inform, entertain, or to persuade? Explain.

<p>OUTLINE: Briefly describe each major part or scene in your video.</p>	<p>RESEARCH: What kinds of information will you need to gather? Where will you get this information?</p>	<p>LOCATION(S): Where will you shoot your video?</p>
<p>ENGAGEMENT: How will you grab viewers' interest at the beginning? What will you do to keep your audience engaged? How will you wrap up your video? What is the audience take away?</p>	<p>IMAGES & SOUND: What key images, visual effects, music, or sound effects do you want to include?</p>	<p>SET: What props, costumes, or graphics will you need?</p>

SCHEDULE

DAY 1: _____

DAY 2: _____

DAY 3: _____

DAY 4: _____

DAY 5: _____

DAY 6: _____

DAY 7: _____

DAY 8: _____

DAY 9: _____

DAY 10: _____