

# How to shoot GREAT VIDEOS

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Chris Snider | Drake University

# This video was the second most popular on Youtube in 2013



Do you know what was No. 1?

# No. 1 in 2013 on YouTube

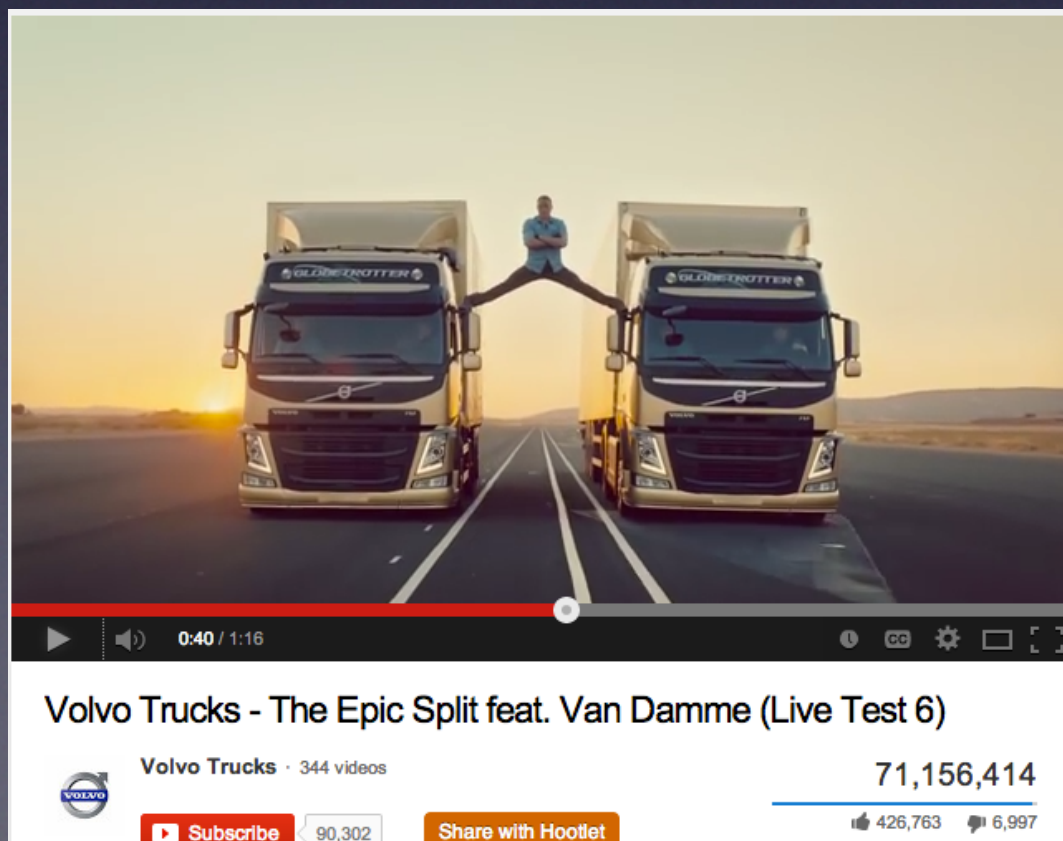
1. Ylvis - The Fox (What Does the Fox Say?), tvnorge



100 million views in 35 days (Gangnam Style took 51)

# Online video is a growth area for media, PR and advertising.

## Especially if you leverage popularity of YouTube.



# YouTube Facts

- 1 billion+ unique users visit YouTube each month
- Over 6 billion hours of video are watched each month on YouTube — almost an hour for every person on Earth
- 100 hours of video are uploaded every minute
- According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network
- Mobile makes up almost 40% of YouTube's global watch time

# Video and your business

- Customers click-through on your emails because of video. Multiple case studies show a large increase in click-throughs for emails that include video versus those that don't.
- Viewers spend much more time on your site because of video. Cars.com saw an increase from 30 seconds to almost 6 minutes of the average time spent on their site after they revamped their video strategy.
- Video gets the decision-maker to take action. 65% of executives have visited a vendor's website after watching a video.

# Video is HOT

And yet you're still scrolling right past any videos that come into your Instagram/Facebook feeds.

How to make great  
videos...

# I. Shoot in shots

- Don't shoot in one continuous movement or hold one shot for too long
- Shoot a series of unique shots and put them together to tell the story

This is a terrible video (with 38 million views):  
<http://www.youtube.com/watch?v=OQSNhk5ICTI>

Move, point, shoot, stop.

Move, point, shoot, stop.

Move, point, shoot, stop.

- Frame your shot, then press record until it gets boring.
- Then stop and move on to the next one.



<https://www.youtube.com/watch?v=lo8HR7Ily2w>

## 2. Camera movement...

- Pan - move the camera horizontally
- Tilt - move the camera vertically
- Zoom - move toward/away from to subject
- Follow shot - follows the action
- Always begin and end stable

# ... avoid camera movement

- Any sort of camera movement is advanced technique
- Hold the camera still and let the movement happen inside your composed shot
- Most great TV/movies are a series of still shots

Shower scene from Psycho:

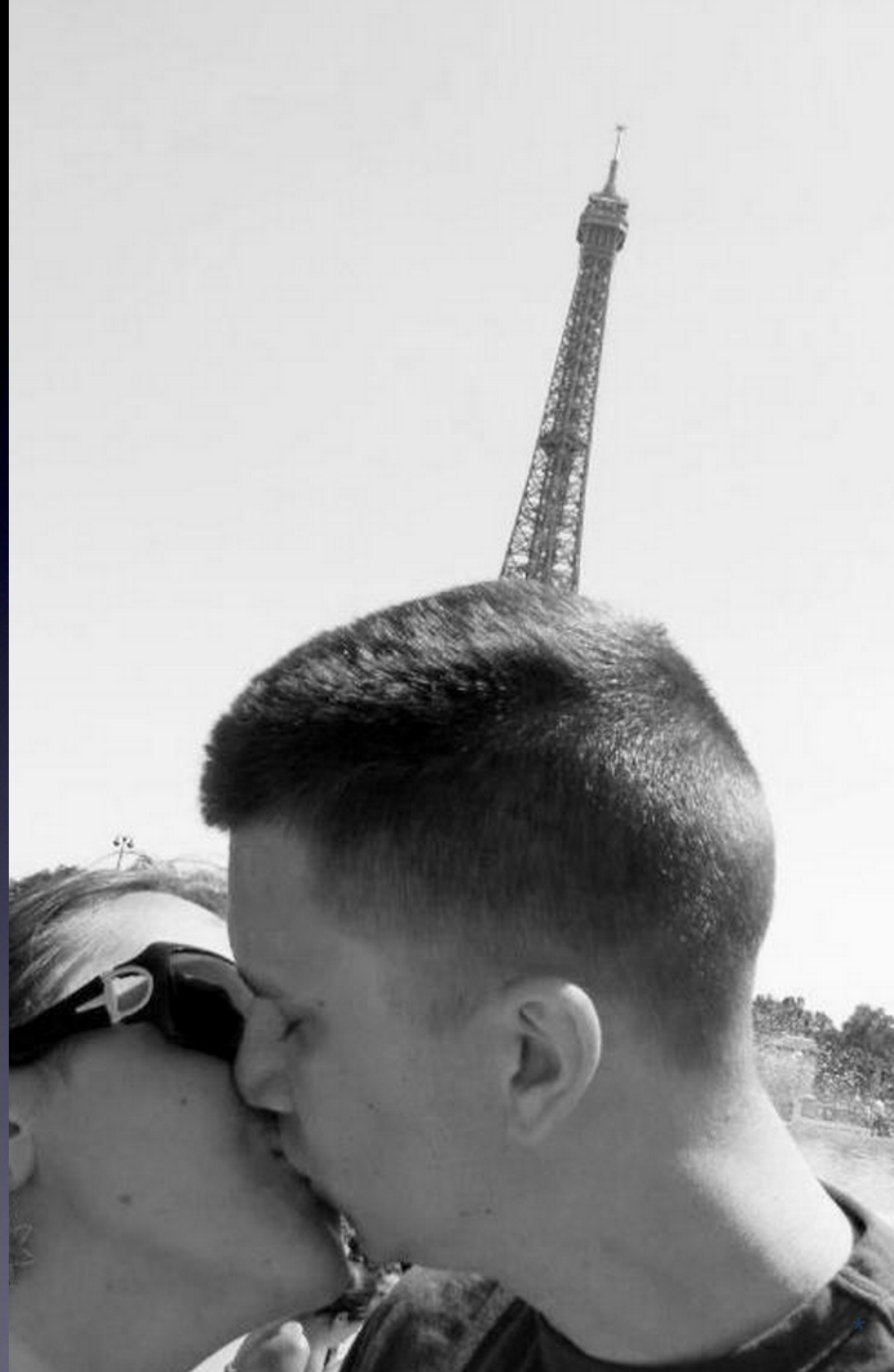
<http://www.youtube.com/watch?v=atjhOhH-V3E>

3. Remember when  
we learned about  
composition in  
photography?

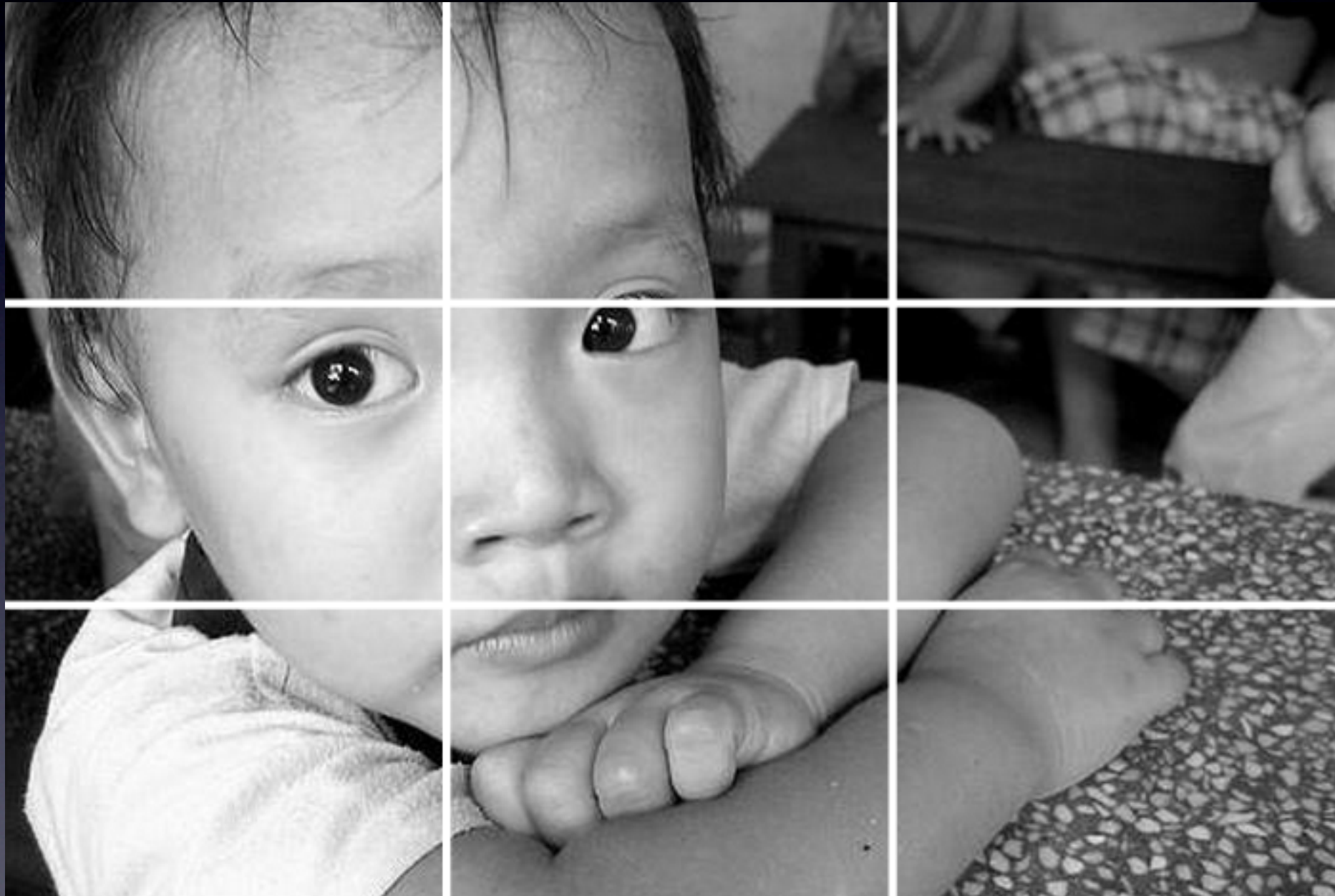
Do that in video too.

# Composition

- Take charge and properly set up the shot.
- Pay attention to backgrounds.
- Don't be afraid to rearrange the furniture (in non-documentary situations).



# Rule of Thirds



Shootingsnow / Flickr

# Framing shots



Katrinket / Flickr



US Army

# Foreground / Background



# Balance / symmetry



Daniel Ullrich / Flickr

# 4. Shoot in sequences

- Think in terms of scenes
- For each scene, follow the action, shoot wide, medium and close-up
- Reconstruct the event so it appears to happen in real time. Look for things that repeat (so you can shoot more than once). Or have your subject repeat them (if possible)

# Let's try it!

- Storyboard how you would get someone from outside into their seat in this classroom in exactly SEVEN shots

# 5. Zoom with your feet, not with your lens

- Shoot at your camera's widest setting and get close to the action
- 10x zoom = 10x shakiness

# 6. Shoot when you see the whites of their eyes

- Half of our communication is through our eyes.
- Miss the eyes and you miss half the message.

<http://vimeo.com/24147165> (1:10 mark)

# 7. Keep the light behind you



- Your camera will adjust to too much light behind the scene and make your subject too dark
- Find the light, find the background, find the subject

# 8. Capture emotion and motion

- Emotion also comes through loud and clear on video
  - That explains the Double Rainbow Guy
- Viewers respond to motion (Ever watch a school board meeting on TV? boring!)
  - That's explains the whole “cat video” thing

# 9. Be ready for action

- Anticipate what will happen and get into position.
- Let the action take place in your frame.
- Let your moving subject enter the frame and exit the frame.
- When they leave the frame, that can represent passage of time.

# 10. Keep it short, keep it simple

- A two-minute video recap of your vacation is much better than a 30-minute epic
- Leave the dramatic productions to the pros and focus on the essentials to tell your story

# III. Tell a story

- Every video will be better if it tells a story.
- A story should have four elements
  - A hero
  - A beginning (where we meet the hero)
  - A middle
  - An end

# Let's try it!

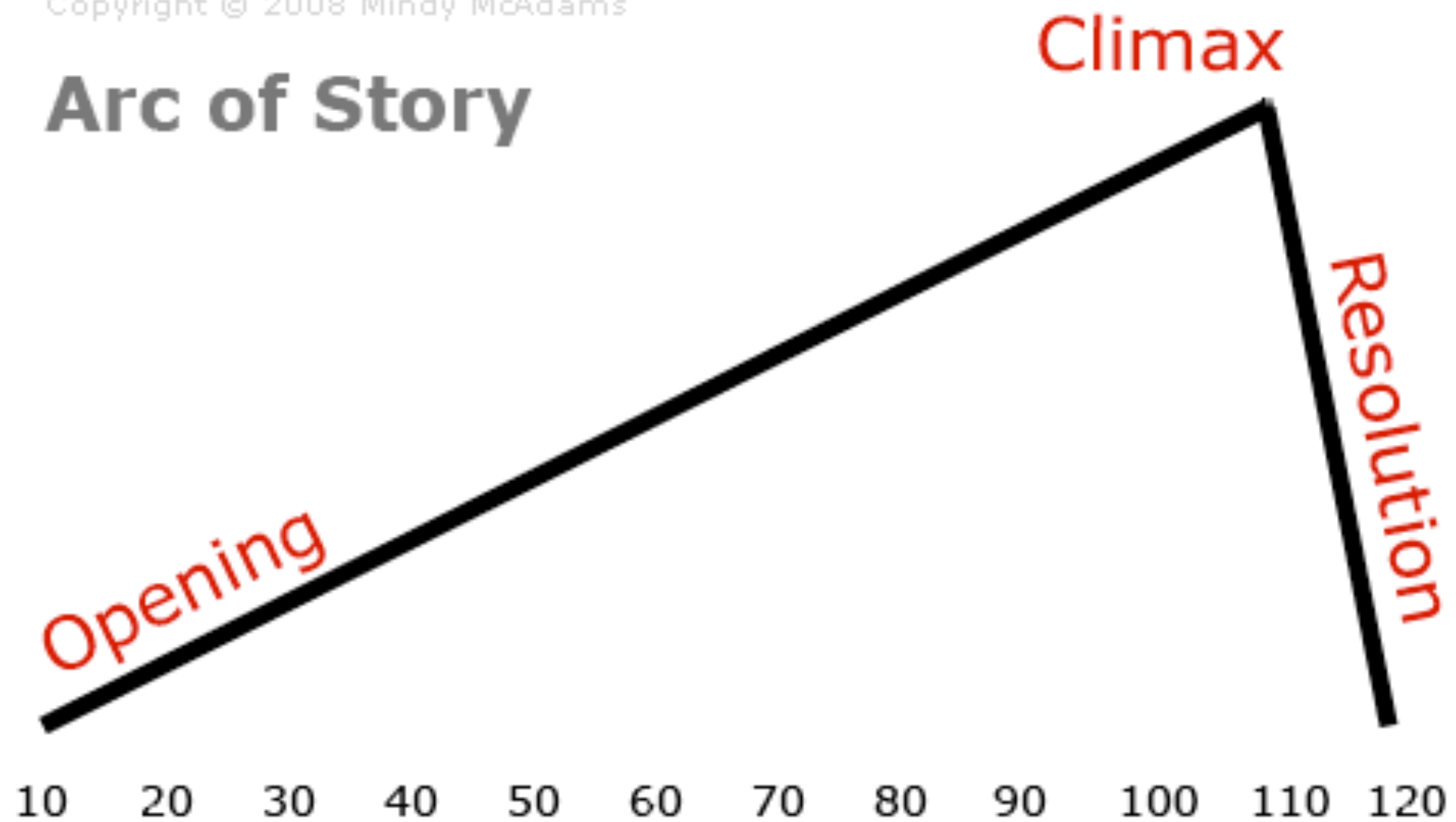
- Choose a topic: the not-so-great outdoors  
OR trouble at birthday party  
OR first-date disaster
- Who is your hero?
- What happens in beginning, middle, end?

# Hold part of that story back

- Don't give away the story too early
- You want to intrigue the viewer and keep them around
- Your shots should raise questions, not necessarily answer them

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## Arc of Story



# 12. Shoot more video than you will need

- Take an establishing shot (10+ seconds)
- Record details (10 seconds)
- Shoot different angles
- Get plenty of footage - you can always edit it down

# 13. In a hurry?

## Use the 5-shot method

- Extreme close-up of action detail
- Close-up of face of person doing action
- Medium shot - face and action together
- Over-the-shoulder view of the action (point of view of person doing action)
- One more different angle (be creative)

# 14. Avoid vertical video syndrome



- <http://www.youtube.com/watch?v=Bt9zSfinwFA>

# 15. Break all the rules!

- These aren't laws, just rules. Feel free to break them if it helps tell your story.

Video Apps I Love

# ProCamera



\$4.99 ... This is my favorite PHOTO app,  
and it also takes video (but not my favorite video app).

# VideoPro



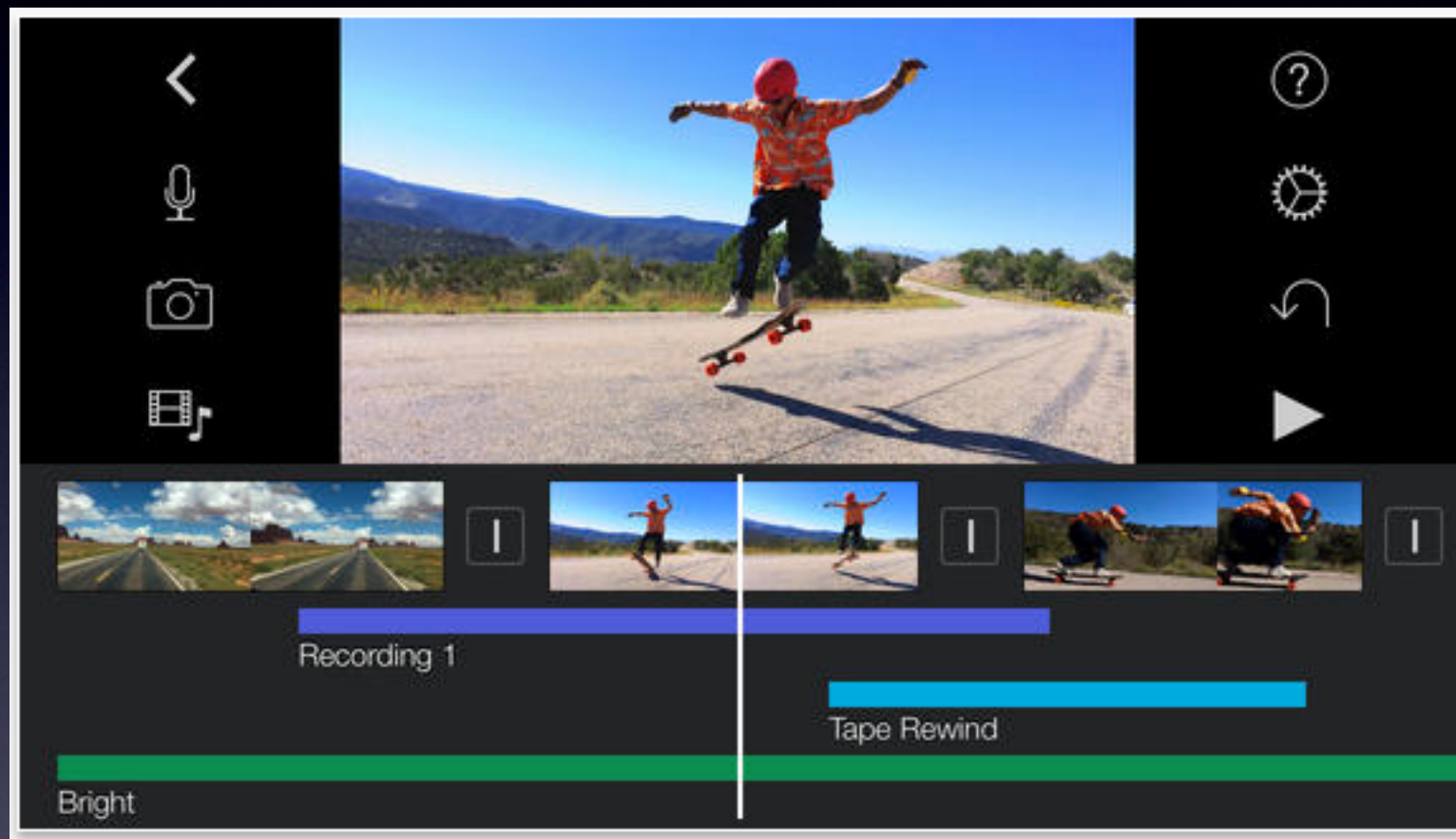
\$4.99 ... Professional video tools such as smooth zooming, lock focus, lock exposure, sound levels.

# FilMic Pro



\$4.99 ... More professional video tools.

# iMovie



\$4.99 ... Simple video editing tools  
on your iPhone and iPad.

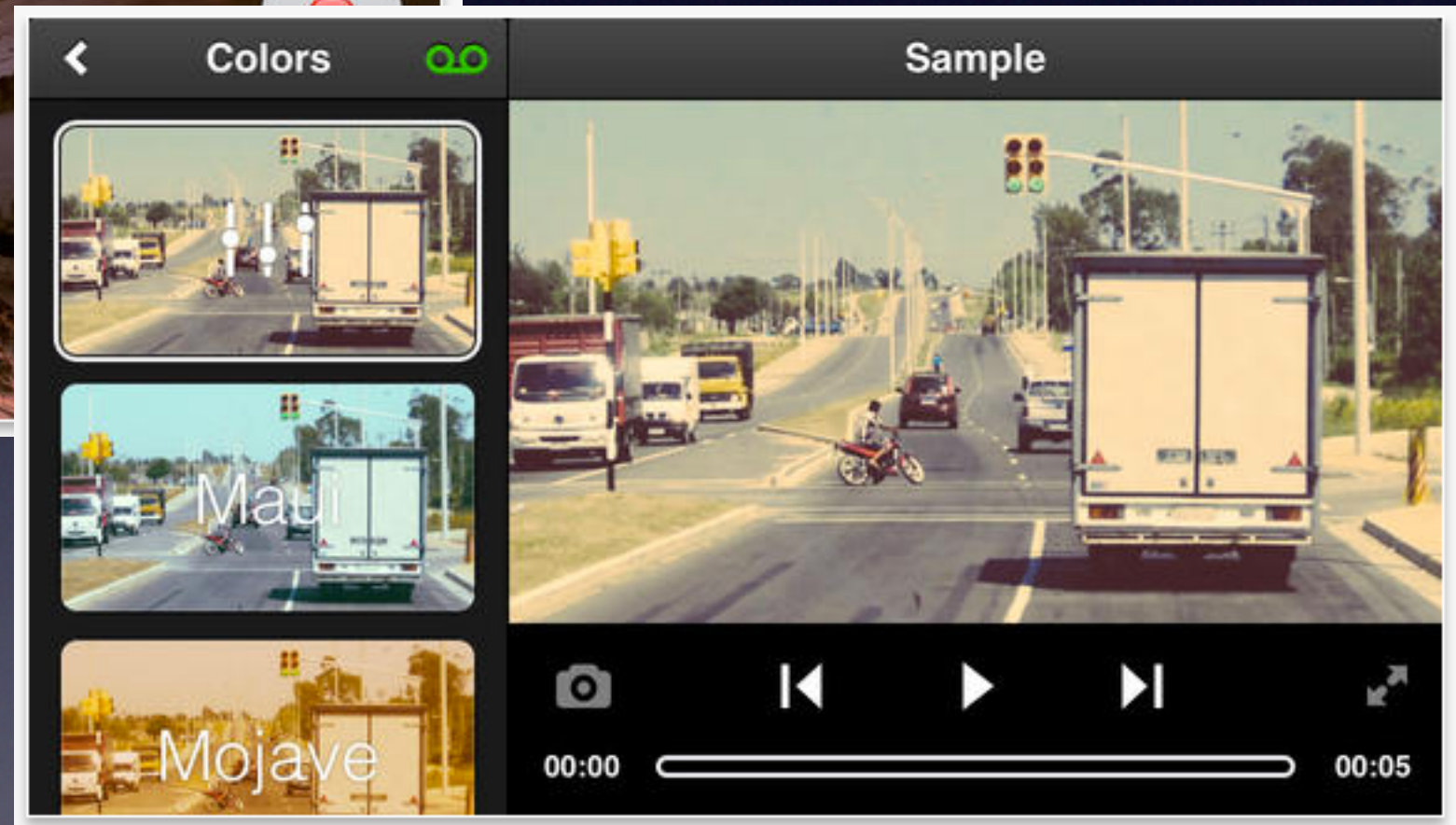
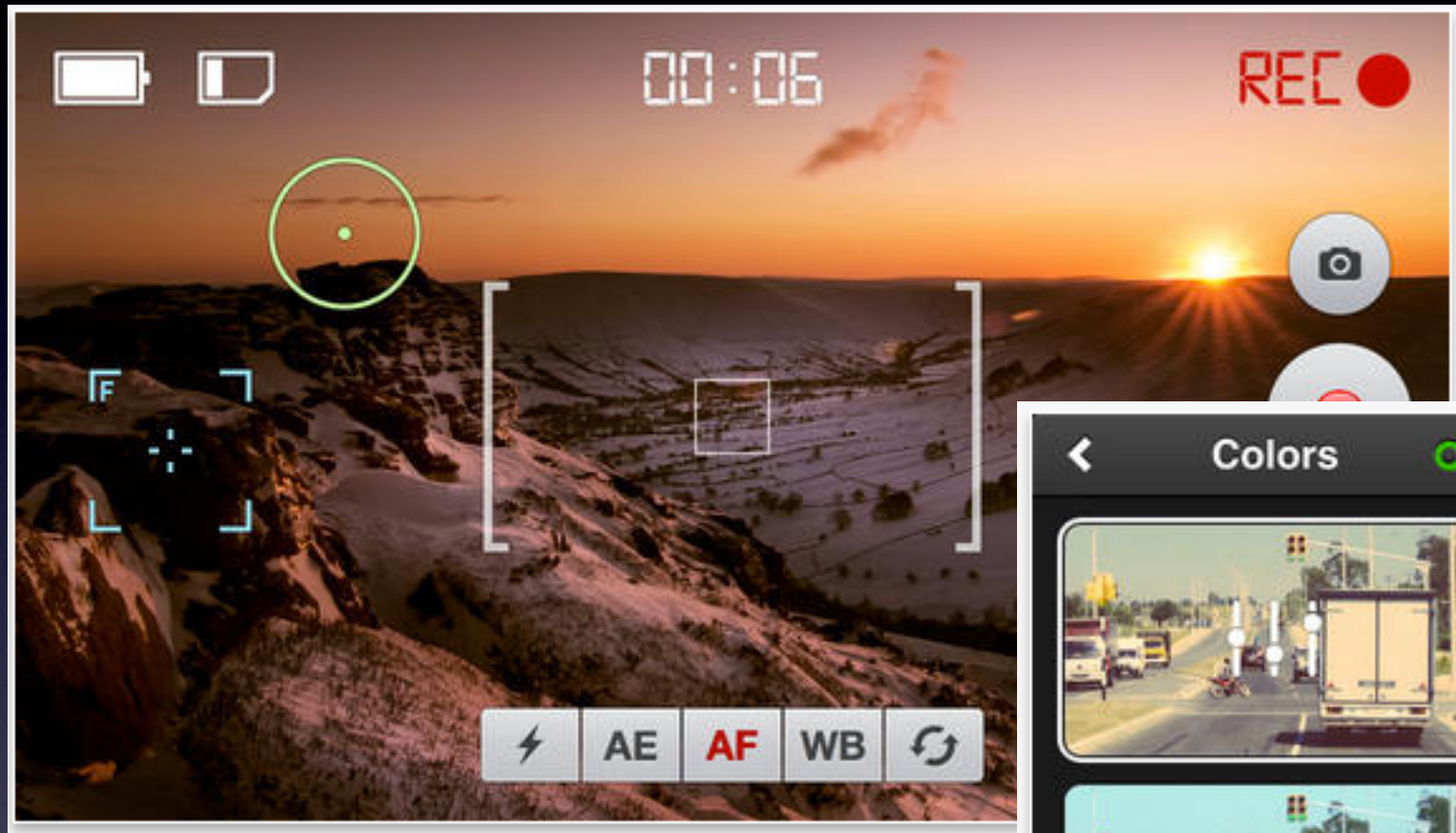
# Videolicious



Free ... Adds voiceover to videos/photos.

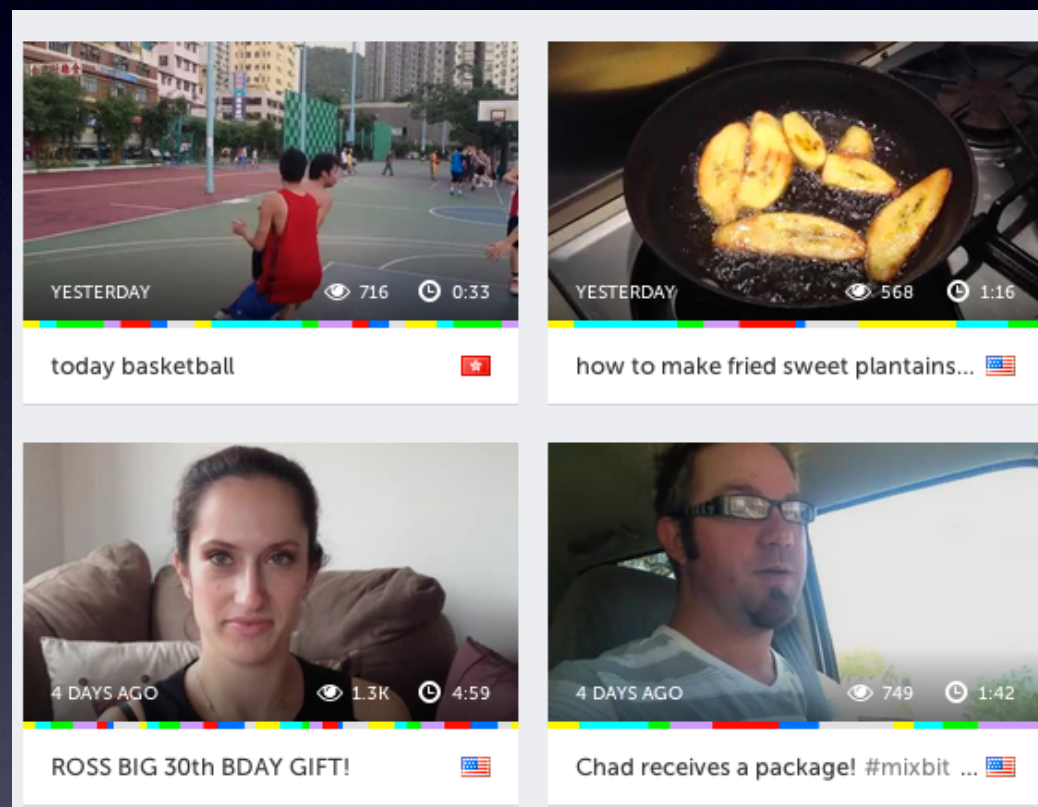
Demo: <http://www.youtube.com/watch?v=7xaxfhcUbKE>

# Videon



Great tools for shooting and editing video.

# MixBit



Free ... record, edit and publish videos;  
share clips with others to make videos.

# PicPlayPost



Put videos in collages for Instagram.

Vidstitch is a free version (allows just one video for free)

# More to try...

- I second everyday
- YouTube Capture - capture/share quickly to YouTube
- Vyclone - stitch videos from multiple phones
- Voddio - audio/video editor