



Making PBIS Homegrown videos

The following guidelines are based on my own experience working in the television industry, and specifically my observations and experiences working at school sites creating PBIS training videos. Please feel free to expand or alter according to your own experience and creative ideas!

The three stages of producing videos are: Pre-Production, Production and Post-Production. Key elements to keep in mind as you plan your video:

1. Planning is critical. I recommend a dedicated notebook!
2. Consider limitations of schedule, talent and locations.
3. Do your best not to “over-produce”.
4. Keeping your videos short will help simplify the process.

PRE-PRODUCTION

1. Determine your story/subject:
 - What are your goals in making this video?
 - Who is your audience?
 - How long is your project?
 - What is your timeline?
 - Do you need a budget?
2. Once you've defined the above elements:
 - Determine Interview subjects or “actors”. Prepare your interview questions.
 - Determine your production team/crew.
 - If possible, assign different people to take on the Producer role, the director role and the role of editor. In addition, ask another adult or student to act as assistants while filming and/or in editorial to help on shoot days.
 - Create storyboards or a detailed outline or script. If your video idea lends itself to a script, use a simple two-column format with video on the left and audio on the right. If your idea is more visual use storyboards (even rudimentary drawings work!).
 - If necessary practice with camera and lighting.
 - Try to rehearse if shooting complicated scenes like musical numbers.

PRODUCTION:

BASIC PRODUCTION TIPS:

1. Prepare a “callsheet” and use it as your guide for the day. The Callsheet is your schedule that has all crew info, your locations and lays out the day for you.
2. The director should make a “shot list” for the day if no script or story boards are used. I like to put my shot list right on my callsheet.
3. Field notes; if possible ask a crew member to take basic notes in the field to help you remember what your interview subjects talked about, what b roll you shot and any other important issues that arose during the filming day.
4. Make sure all releases have been signed before shooting (people and locations).
5. Try to avoid poorly lit areas such as dark hallways. Avoid noisy areas unless the “nat sound” is what you want. Always roll sound so you are not shooting a playground without natural audio.
6. Audio is not secondary to Visual, they are equally important!
7. Test your equipment, audio, batteries charged. (preferably the night before).
8. Use a tripod whenever possible unless you want a more handheld “fluid” look.
9. Label your discs or tapes with date, name of interview subject, or b roll description.

SETTING UP THE INTERVIEW (A ROLL) :

1. Types of interviews: sit down, walk and talk, show and tell.
2. Keep it steady, use a tripod. Make sure you look at the level so it’s set up evenly.
3. Use Rule of thirds so the person not directly center, eyeline of subject is not into lens, rather they are looking across the frame to you, the interviewer, sitting close to camera lens. Avoid having the person looking too far from lens.
4. Keep background simple; a plant or lamp behind the person not always best set up.
5. Use three point lighting or use natural light from side and above if available
6. Subject looks across to interviewer who is off camera and close to lens (so subject is not looking far off the lens).
7. Do best to conduct interviews in quiet area. (even if you are using a lav, that little mic will pick up a lawn mower outside or a vending machine in the room).
8. Always ask the person to say and spell name at beginning of interview. Ask the person to include the question in their answer so that the context is clear since the interviewer is generally off camera.
9. Avoid interviewing two or more people at the same time.
10. Do best to help your subject relax. Be a good listener. Start out with a couple easy “warm up” questions.

B ROLL

1. B Roll is what you cut away to during an interview. Your B roll footage that supports your story by illustrating what the interview subject is talking about, it gives you footage to assemble montages that help you tell your story, and it supplies cutaway material of your interview subject, for example the principal interacting with students on the playground, someone working at their desk, students in class etc. When shooting B roll, use different angles and different “sizes” (close up, wide shots, dutch angles) to keep it interesting.
2. If you are going to “over shoot” any part of your story, this is the place to do it! When you are shooting B roll, you are thinking about editing and how you envision using the footage.

POST PRODUCTION: (Editing)

1. Transfer footage from camera to a drive. (via card reader or directly from camera to laptop). *Back up your drive on a separate drive.
2. Import footage to your editing platform (imovie, FCP, Premiere)
3. Make audio files of interviews. If possible, transcribe interviews. (you can then cut and paste “bites” into a two column script. (see resources below)
4. Create footage logs. Organize your footage in your edit project.
5. If you choose to script your project; your two-column script becomes a “papercut”. Use this to edit your first cut or string out. This string out is rough cut, usually about twice as long as your final cut. Refine your cut, paying attention to pacing. Avoid repetitive shots. This is where your well thought out B roll come into play!
6. Add Lower thirds – your titles to identify interview subjects.
7. Use royalty fee or low cost music as a bed to support action, move emotion or action of story.
8. Use public domain archival footage if helpful.
9. Use graphics and fun transitions if it helps move story forward.
10. If using narration, record after your cut is “locked” so timing does not change.
11. Audio levels smooth – standard is between -6 and -12db. Audio is not secondary to video, they are equally important.
12. Delivery or Exporting: Quicktime in H264 codec for web and posting on vimeo or youtube. Export in the same format you shot in, both 720p or 1080p are commonly used.

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GEAR:

1. Camera --An HD consumer or prosumer camcorder . **Be sure the camera has an external microphone connection. (if purchasing \$500-1500).
2. Tripod – shooting with a tripod gives you a level, steady shot. You may want to shoot hand held for creative reasons.
3. Lighting –A basic lighting kit will make interviews look a bit more polished and professional, generally speaking, you can get away with using available light but will need to pay attention to camera settings. Avoid shooting towards brightly lit windows and into sun.
- 4, Lav Microphone – a lavalier microphone has two transmitters and the mic. Other than the camera, this is the most important piece of gear you will invest in.
5. Desk top mic for narration – You can record audio straight to camera using camera mic or your lav but a desk-top mic is nice to record narration.
6. Computer capable of running editing software like imovie, Final Cut Pro or Premiere.
7. External drives - Your computer will run the software and drive will house your media (30 min = about 10gigs).
8. iphone 6 – Consider using an iphone as a alternative if you have no other options, or as an added camera to shoot b roll. It has limitations but can do basic job for you if outfitted with proper gear (see resources below).

RESOURCES:

Feel free to contact me: LaurenLProducer@gmail.com

A youtube video about basic interview technique:

<https://www.youtube.com/watch?v=YSBYd0EIXII>

- Lynda.com – great resource for tutorials in video and editing software.
- Lowell – popular for basic Lighting kit.<http://lowel.tiffen.com/>
- B&H –Great customer service. camera, lighting, audio equipment.
[http://www.bhphotovideo.com/c/buy/Camcorders/ci/1871/N/4294548093?origSearch=consumer camcorders](http://www.bhphotovideo.com/c/buy/Camcorders/ci/1871/N/4294548093?origSearch=consumer%20camcorders)
- LarryJordan.com – FCP editing help/tutorials

iphone gear:

Table tripod (also good for handheld shooting):

<http://www.amazon.com/Manfrotto-MTPIXI-B-PIXI-Tripod-Black/dp/B00D76RNLS>

And an Iphone6 mount for any tripod:

http://www.amazon.com/gp/product/B00C7J5ZC0?psc=1&redirect=true&ref_oh_aui_detailpage_o02_s00

High quality mic (great for interviews in quiet spaces):

http://www.amazon.com/gp/product/B00J6X115S?psc=1&redirect=true&ref_oh_aui_detailpage_o02_s00

Sample Two Column script with B roll and selected interview bites with timecodes:

| | <i>TITLE</i> | |
|----|--|---|
| | VIDEO | AUDIO |
| 1. | <p><i>(Opening Remarks)</i></p> <p>Highways Railroads Stockyards Airport Seaport Industrial transportation</p> | <p>NARRATION:</p> <p>It's the transportation hub of America -- with the nation's main railroad network, the busiest airport in the world, two thousand miles of interstate highways and inland waterways that connect it to the North Atlantic on one end, and the Gulf of Mexico on the other.</p> |
| 2. | <p><i>(STATE FLAG- GRAPHIC FACTS)</i></p> <p><i>Broll state capitol bldg. Tape 503231 01;01;00 – 01;03;40</i></p> | <p>Greetings from Illinois, America's 21st state, which joined the Union on December 3, 1818. The state's capital is Springfield and the state's nickname is "The Land of Lincoln," even though Abe was born in Kentucky, he is Illinois' pride and joy.</p> |
| 3. | <p>Broll – Reel #503234 02;04;00 – 02;14;00 Lincoln Museum, Springfield Exteriors</p> | <p><i>GREG KOOS: #503244 01;15;00 Illinois is The Land of Lincoln. Illinois is the place where Lincoln was brought up, where he was trained as an attorney, where he was trained as a politician and where his political organizers worked together to make him president. 01;16;10</i></p> |