



MIA19
MARCOM



VIDEO PRODUCTION ON A BUDGET

Video Production

- How to Start
- Resources
- Video Styles
- Essential
Equipment
- Examples
- DIY Tips

TOPICS COVERED

HOW TO START?



Message Goals

Does the communication need a video?

Are there good images/video to capture?

Do you have the time to create video?

Do you have the staff?

Learning Tips

Setting up a shot, lighting, conducting an interview for soundbites, and editing become second nature in practice.



VIDEO STYLES



Photos

- Tours
- Internal Events



Photos & Video

- Services
- Holiday Events



Animation

- Facts
- Video
- Open/Close

VIDEO STYLES



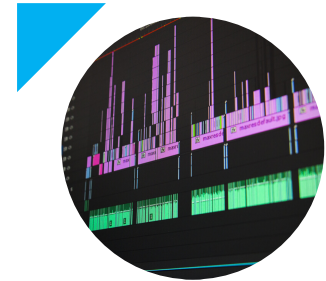
Video & Text

- New Routes
- Awards



Interview

- Capital Projects
- Behind the Scenes



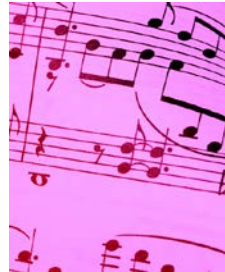
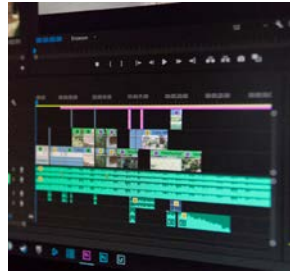
Voiceover

- Capital Projects
- Services

ESSENTIAL

EQUIPMENT

*click on images for



Phone /
DSLR

Editing
Software

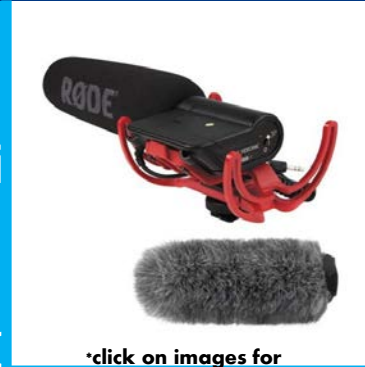
Music

Stabilize
r

Tripod

AUDIO EQUIPMENT

- [Shotgun Mic](#)
- Wireless Lavalier Mi
- Handheld Mic
- Lavalier Lapel Mic (V/C)
- Headset
- 3.5 mm Adapter



*click on images for links



EXTRA EQUIPMENT



*click on images for links

Multifunction



Phone shooting



Hand-held light



With camera



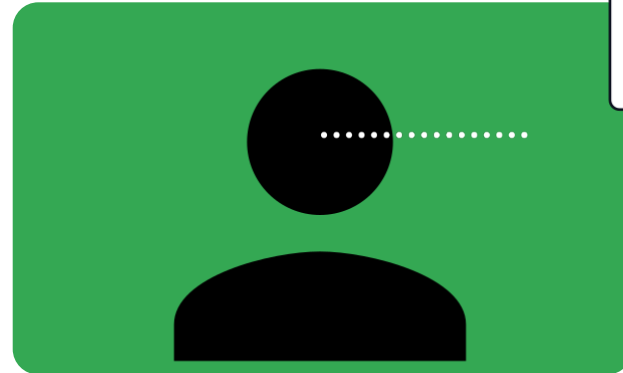
With Stands



- LED Lights
- Filmmaking Case (Phone)
- Batteries
- Backpack / Rolling Cart
- GoPro
- 360 Camera

- Background
- Noise
- Shadows
- Position
- Format

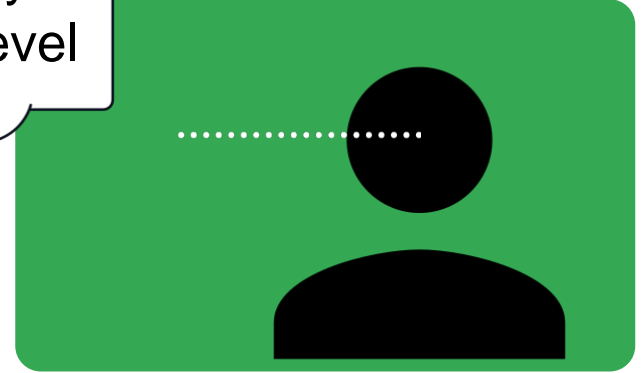
Center Frame



Talking about themselves

Eye
Level

3/4 Frame




Talking about something




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THANK
YOU



A picture is worth a thousand words...and uses up a thousand times the memory.

— *Stephen Hawking* —

AZ QUOTES



Short Attention Span Theater



More than 2 minutes: “Ain’t nobody got time for that!”



Short Attention Span Theater

If razor blade subscription start-up (can explain their business model in :30 seconds) so can you.



DOLLAR SHAVE CLUB
SHAVE TIME. SHAVE MONEY.

Dollar Shave club commercial

<https://www.youtube.com/watch?v=dog0zvVJqoU>

Our 4Ws*

*Not the Journalism Ones

- WHY?
- WHO?
- WHAT?
- WHERE?



Our 4Ws

- WHY is a video needed in this case?
 - Can a still, gif or a meme convey the same information?



Our 4Ws

- WHY is a video needed in this case?
 - Is it engaging/memorable?
 - Go for emotional appeal
 - Humor



Our 4Ws

- WHO is your audience?
 - Saying it's aimed at "everyone" is a good way to reach no one
 - Internal or external
 - Engage them "where" they are
 - Facebook is skewing older these days



Our 4Ws

- WHAT are you saying?
 - Pick one central message and stick to it



*Company Jones for FXX "True Grit" play video <https://vimeo.com/223098052>



Our 4Ws

- WHERE are you saying it?
 - Set and setting
 - If you're doing a video about baggage, shoot in front of the baggage carousel, if possible



Case Study: Puerto Rico Gift-lift

Multiple Sources

- Professionally shot footage
- Amateur created content iPhone
- Free Archival Footage
- Motion Graphics



Case Study: Puerto Rico Gift-lift

Cross-platform use:

- Facebook is a community board
- Twitter is a bumper sticker
- Instagram is billboard



Case Study: Puerto Rico Gift-lift

Cross-platform use:

- Instagram and Facebook videos should be captioned/subtitled so that they can be followed with the sound off.



Victor Otero — with Carla Kaufman Sloan and 7 others.
November 14, 2017

**SANTA MAY HAVE A SLEIGH BUT WE'VE GOT 3 BIG JETS!
LET'S BRING SOME HOLIDAY CHEER TO THE KIDS OF PUERTO RICO
WITH OPERATION PUERTO RICO HOLIDAY GIFT LIFT**

OUR FLIGHTS BEGIN LEAVING NEXT WEEK, SO WE NEED YOU NOW!

- ❄️ MAKE A FINANCIAL DONATION AND WE'LL BUY THE TOYS
- ❄️ SEND TOYS TO US DIRECTLY
c/o 2C MEDIA
12550 Biscayne Blvd, Suite 700
North Miami, FL 33181
- ❄️ PURCHASE TOYS FROM OUR AMAZON WISH LIST
- ❄️ CREATE YOUR OWN TOY DRIVE

FOR DETAILS GO TO <https://www.gofundme.com/operation-puerto-rico-giftlift>

Operation Puerto Rico Care-Lift @Airchive PRCareLift@gmail.com #OpPRGiftLift



Victor Otero
November 23, 2017

Excited to share this video I produced along with 2C for Operation Puerto Rico Gift Lift. Let's skip Black Friday and make it a bright Christmas for the kids of PR!



Operation Puerto Rico Care-Lift has provided over a quarter million dollars in relief,

98 Views

Chris Sloan
November 23, 2017 · Hootsuite

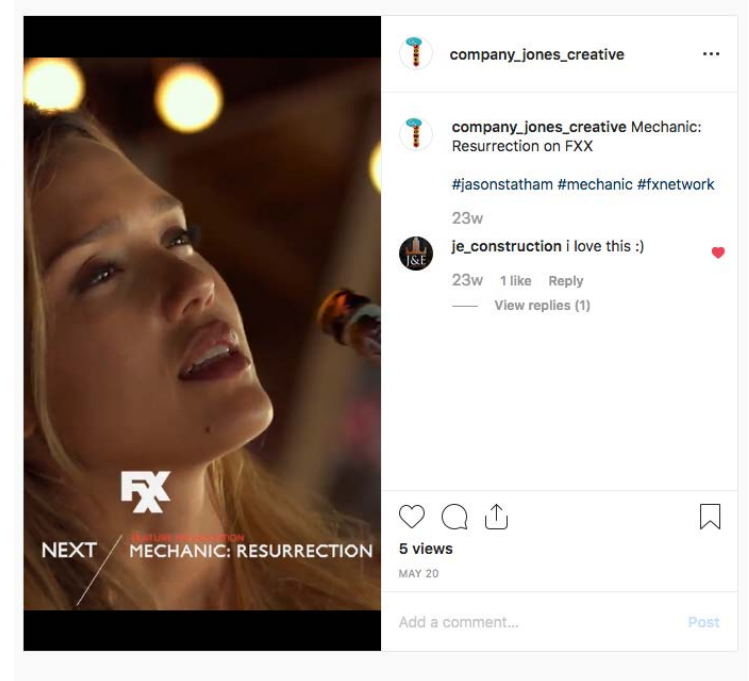


Case Study: Vertical Instagram

“All for the ‘gram”

<https://vimeo.com/317535447>

<https://www.instagram.com/tv/BxsxMVDHm93/>



RESOURCES

Instructional

www.lynda.com

youtube.com

Editing Resources

voicebunny.com

archive.org

freemusicarchive.org

extrememusic.com

shutterstock.com



Thanks!

Victor Otero

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QUESTIONS?

