

Ten Ideas for Shooting and Editing Video

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1. Use two cameras. It's not hard to do, and you'll be amazed at what it adds to your video. Maybe pick a normal view then a weird angle shot.
2. Pick just two transitions to use when you edit your video. Just because your computer has 20 options, you don't want to use them all. Same with fonts. Pick two and stick with them
3. Weird angles are good! Get creative. Strap your camera to a skateboard. Run with the camera over your head. Strap it to the back of your dog. Let the camera become part of the video.
4. Speed & direction – some things are just funnier when you speed them up, or did someone “eat it” during a game at camp? Show it full speed, then slow it down. Don't be afraid to take a clip, reverse it and show it again. And there's still something so great about seeing kids roll “up” a hill or snow-board jumping “backwards”. Just use the backwards or speed up/downs sparingly and at the right times.
5. Extract the audio. This is fun and kind of a “pro” move. When you edit someone talking (like a testimonial) extract the audio (make it a separate thing from the video). Then you can keep the audio running while you fade from the video of them talking in and out to other images/video. For example, you shoot a ‘talking head’ video of a student sharing about a see you at the pole rally... extract the audio then you can splice in photos of the SYATP from their school, while their voice keeps going.
6. Word Play – some of the coolest videos aren't actually video.. they are words and phrases (usually put behind some great music). Sometimes you just need to have words sink into someone's head. Think about using some of the “title” options in your editing program. Better (and more time-consuming) use a program like photo shop to create text images... that you can change... make the words, move, twist, change color, show up a letter at a time... of course you'll have to create an image at a time, making a change on each image...
7. Remove Frames – it's an old trick... but a fun one. You have someone jump in the air, bending at the knees, then they land, move forward a small step and repeat. Now when you edit, you can go delete all the frames where the person is jumping or landing and you're left with video that looks like they are just hovering. You can do the same effect with someone throwing up an object.
8. Check your audio – do a test shot, then play it back to see what the audio level is. You'll be happy to discover that you need do make an adjustment

to get better audio, than to shoot it all get back and have nothing but low level audio.

9. Panning/Zooming and holding – I just about threw up watching the last Bourne movie, there was WAY too much camera movement. A good rule of thumb is to start with a wide shot, hold for 10 seconds, then pan or zoom and then hold for another 10 seconds. Remember, you can edit a 10 second clip down to 2 seconds, but you can't make a 2 second video into a 10 second video.
10. Script it – you don't have write dialog, but taking the time to think and plot out different shots can make all the difference. I would usually have an idea for a video, but pulling in a couple creative students to sit, talk and write always left us with a shooting script that was phenomenal and videos that were great so take the time to plan and write.