



I Want to Make a Video, Now What?

Modern-day filming options to create
modern-day content marketing.

By Kaitlyn Scott & Noah Cote

So, You Want to Make a Video

Painful truth time. If you're not using video in your marketing mix, you're leaving **reach, engagement** and **revenue** on the table.

How many pamphlets, association magazines and annual reports have you read this month? Did you enjoy them? Did you look forward to reading them and think, wow, that really made me want to read even more? Or was it all a slog to get through, with long, run-on sentences full of buzzwords, boring stats and entire paragraphs that wasted precious seconds of your life? Did you even read any?

Now think of how much video content you've consumed and enjoyed just in the last 24 hours. Television, movies, LinkedIn, YouTube, news outlet clips – or TikTok and Instagram videos for you hip cats out there. Is there any comparison between your willingness to read a report and your desire to watch a video?

85% of businesses today use video as a marketing tool¹.

The most successful brands in the world are harnessing the power of video to engage their audience through social media like Facebook, Twitter, TikTok and YouTube, as a method of drawing traffic to their brick and mortar or website. To maintain and grow membership, associations must adapt.

Association videos are a great way to **inform, educate** and **inspire** current members, and attract prospective members, sponsors, and strategic partners.

Think of all the raw content you already have, the subject-matter resources in your conferences, interviews, virtual or in-person events, keynote speakers and testimonials. Get it all on camera, and suddenly you're allowing that invaluable content to take on a new life for people who truly desire it.

¹ Hayes, Adam. "What Video Marketers Should Know in 2021, According to Wyzowl Research." HubSpot Blog, HubSpot, Inc., 16 Feb. 2021, <https://blog.hubspot.com/marketing/state-of-video-marketing-new-data>.

You can develop a CEO docuseries as an ongoing campaign featuring multiple episodes that educate, inform and inspire members. You can cut up bite-sized videos to drive recruitment on social media, or give prestige to your landing page with client testimonials and thought leadership presentations. By using video strategically, you create entirely new communication channels to captivate and grow your membership. While tracking metrics used to look like counting heads at your annual conference, now you have the ability to track how many views a specific video gets, how high your conversion rates are, how many times a video is shared and on which platform it gets the most views. You can then use this data to precisely target your marketing efforts with a deeper understanding of your members and the content they love to consume. Since the early 2000s, the number of companies specializing in videography, anima-

Using video opens up **new channels of traffic** and engagement measurement.

tion and editing has skyrocketed. Unfortunately, this tidal wave can leave people who are new to video marketing overwhelmed by a sea of industry advice and production jargon. That's when it becomes difficult to pinpoint what video options and services suit your needs. Depending on your association's goals, you'll want a few different options, but it is essential to understand what's available before pushing ahead.

Different video professionals fill different roles. The structure of an association will determine which services are done in-house and outsourced. Then there's equipment, strategizing and scheduling that goes into an effective content calendar. It's complicated and can be overwhelming! We get it, and that's why we're here. We've got your back.

This document should take some of the mystery out of video production and expand on what services exist. We'll explore the required crew and equipment for each service, and how each option serves you video content that is purposeful, predictable, and profitable while increasing your member engagement and boosting recruitment, retention, and revenue.

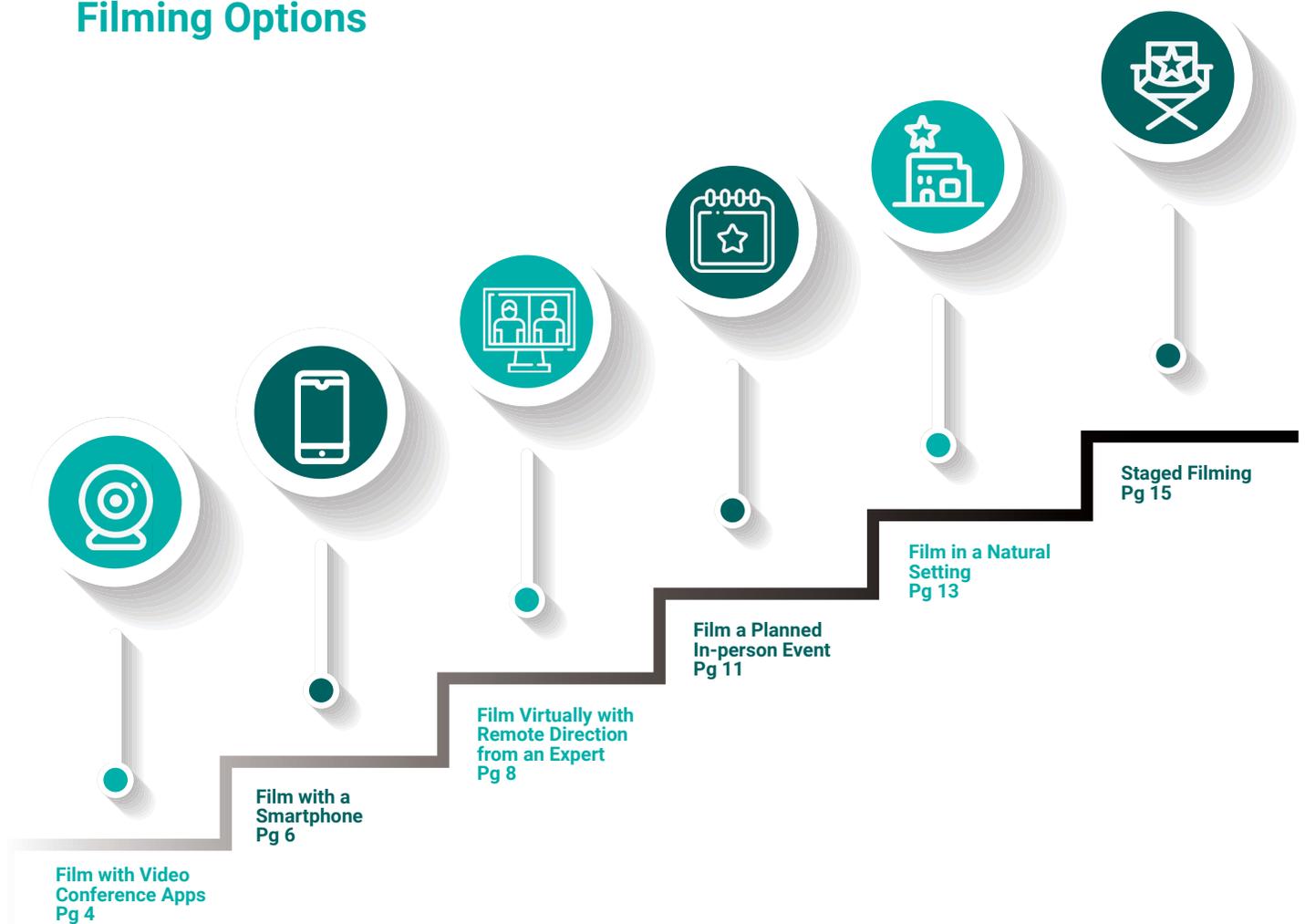


THE OPTIONS: At a Glance

Okay, you're ready to make a video. **But how?**

You have plenty of options and they vary based on your desired video content and quality. Each comes with its own price point and required level of involvement from you. Think of these various levels of video production as a staircase, with the most basic and cost-efficient options at the bottom stairs and the more elaborate, costly options with explosions and car chases near the top.

Filming Options



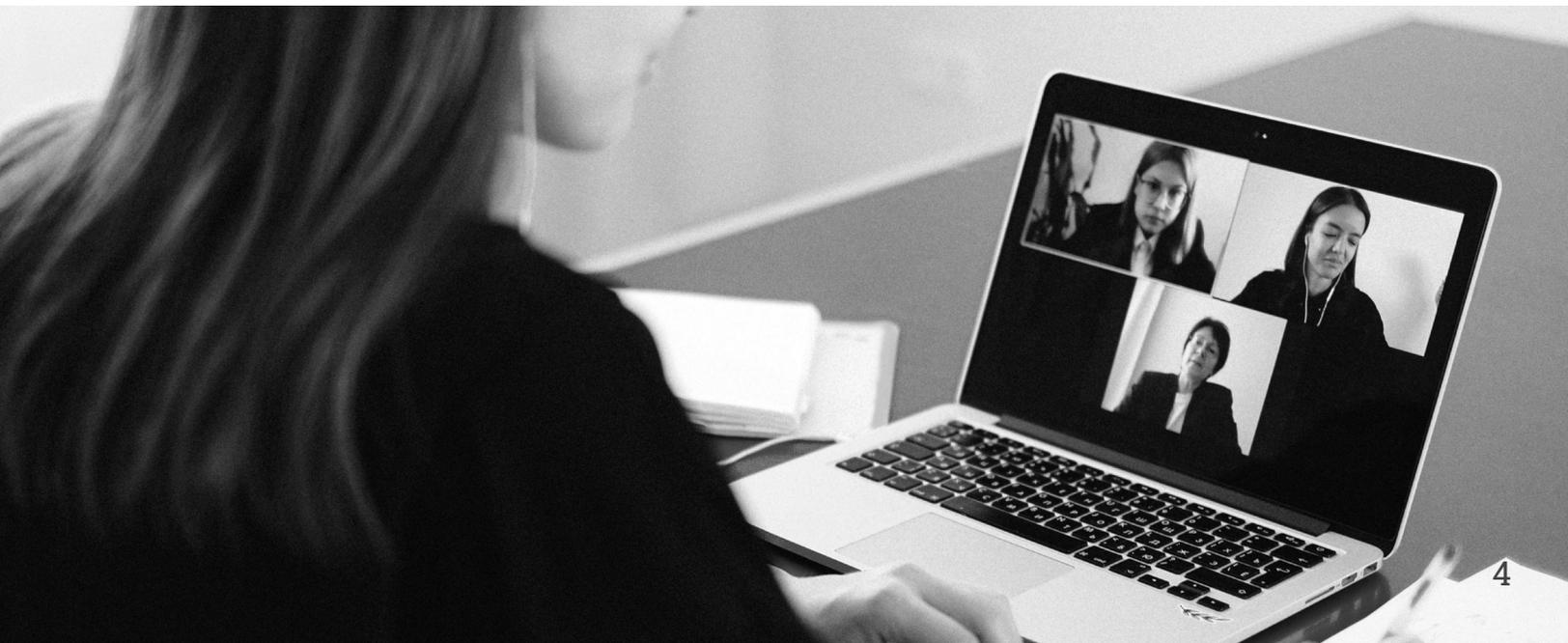
THE OPTIONS: Explained

Film with Video Conference Apps

You want to record a serviceable-quality interview or a pre-recorded video for a virtual conference. Or maybe you want to produce webinars for your on-line platform without having to travel to your subjects (the people who will appear on camera) or buy any new equipment.

Your easiest and most cost-effective way is going to be through the popular video chat programs like Zoom or Google Meet. Most of these programs have a recording function that lets you shoot raw footage through your webcam or phone camera. This is a simple method for those of you who don't need your content shot on a set with industry-standard equipment, direction or audio. Recording is as easy as pressing a single button. When you stop recording, your video automatically downloads to your computer, and then you're all set.

Truly the path of least resistance.



So why isn't everyone doing it?

Why are there more pages in this book? Well, with the basic option comes a few foundational drawbacks. Many laptop and desktop cameras only record at 720p resolution. For reference, any movie or television show and most of the content you watch online is shot at 1080p resolution or higher. That means your footage shot on a webcam will come off looking a little grainy.

Then there's the audio set up, which probably consists of your tangled up earbuds' built in microphone or, heaven forbid, your internal laptop mic. You're also at the mercy of factors outside of your control like interruptions from your environment – “Hi, honey!” – and the internet speed of all parties involved.

Despite these drawbacks, it's the simplest and cheapest option if you're purely looking to record a one-on-one or a presenter-to-audience interaction. It's familiar and straightforward for interviewers and their interviewees. It usually doesn't need much post-production editing – but you do still have the freedom to cut up or augment your video file as much as you want. Plus, you always have the option to hand off your video recording to a production company that can edit your footage on their end to add watermarks, name keys, graphics, music and company logos to produce a professional-looking video.



Video Conference Apps Filming Required Equipment:

- Internet Connection
- Webcam Enabled laptop, smartphone or tablet

Additional Equipment (Not Required):

- Lighting Kit
- Microphone
- Tripod

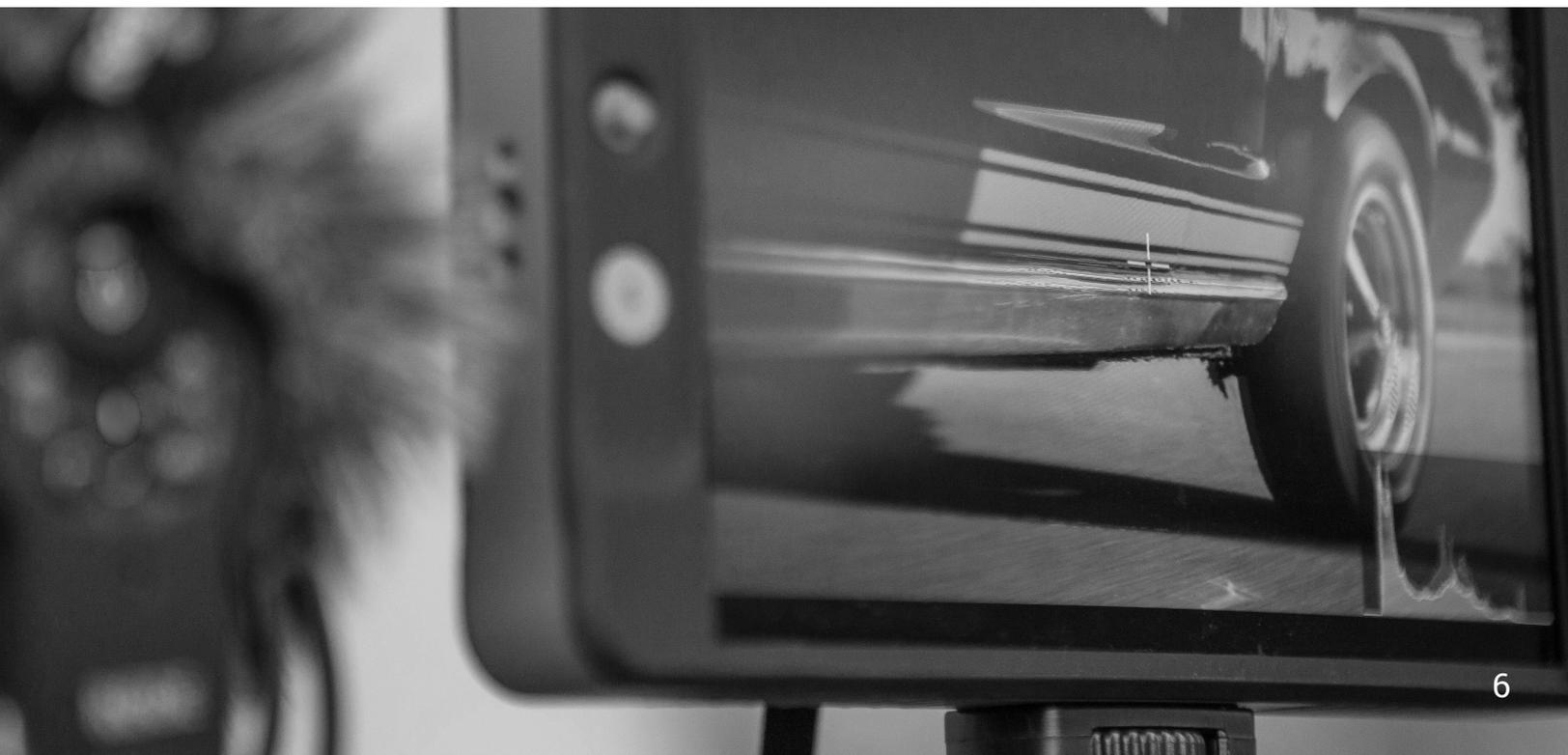
Film with Your Smartphone

In the last decade, the quality of smartphone cameras and recording software has skyrocketed.

Every iPhone model after the iPhone 8 can record in 4K resolution at 60 frames per second. For context, professional video cameras that film in 4K at 60 frames per second cost thousands of dollars. Devices from the top companies like iPhone, Samsung and Google all perform well in most environments whether it's day or night. Almost all modern smartphones offer solid camera apps and external lenses to achieve a video quality that would otherwise require a hefty investment in a professional camera.

Now, everyday users and professional studios alike are treating smartphones as the capable videography tool they are, and saving a ton of money in the process.

For most people, smartphones are going to be the next step above your webcam video. Almost everybody has access to one, which means you probably already know how to use one, so there shouldn't be any instruction or assistance needed. Modern smartphones even allow you to control finer details such as focal points and image exposure and have automatic stabilizers built into their cameras to keep your shot from turning into a shaky found-footage horror film.



Shooting on your smartphone gives you the freedom to have more style and movement in your shots.

Using a desktop version of Zoom or anything that limits you to a webcam means you're stuck in one position, also known as a "static shot," which is going to be crummy for anything beyond interviews, lectures or presentations. Mobile phones are mobile and let you move around with them to take a wide range of still and dynamic shots from all kinds of different angles.

Video production companies can edit your smartphone footage on behalf of your association. Plus, smartphone footage will look less pixelated and glitchy compared to Zoom or Skype footage, especially when you're watching it on a big screen. But beware, when more options come into play, so do more opportunities for mistakes. Shooting on a mobile camera means more time commitment and some basic knowledge of videography and its principles.

Now comes the age-old question, do you shoot horizontal or vertical? The short answer is shoot based on where your video is going to live. If you're making a promo to upload to TikTok, you'll need to shoot vertically. If you're creating an explainer video for your web platform, always, always, always shoot horizontally. Having a black border around your video looks less professional and less engaging for your viewers. Always remember to use your smartphone's rear camera to capture the highest quality footage.

Now wouldn't it be a shame to use all these tips and create a wonderful video that ends up sounding like a windstorm or is too quiet to hear at all? If you want your audio quality to match your new video standard, we recommend using lavalier microphones when possible and always testing all of your gear before your shoot day to make sure there are no hiccups like full memory cards or dead batteries.



Smartphone Filming Required Equipment

- Hexagon icon: Relatively modern smartphone (preferably bigger brands)

Film Virtually with Remote Direction from an Expert

Filming virtually offers the familiarity of equipment like your phone or computer but the peace of mind and quality boost that comes from having an expert run the shoot – plus a couple of extra tools that will really up your game!

This option lets you work remotely with video experts who guide you step-by-step to capture high-quality footage at the right angles in any location.

A proper virtual filming setup usually looks like a smartphone or other device with a good camera, a tripod, an external microphone and a light. Videographers will also work with a virtual director via video conference to make sure everything looks cohesive and everyone's showing their best side to the camera. In most cases, you are also able to set up multiple smartphones to capture more than one type of shot, which ultimately elevates the end product.

Each shoot includes consultation on equipment that will enhance the quality of the final video. On the day of your shoot, a remote director will virtually coach everyone through the process.



With the advent of social distancing, more virtual filming options are emerging. Association TV®, for example, uses software called Virtual Videographer.

Shameless plug, right? Our clients benefit from working with professional videographers to make sure shots are framed correctly with proper lighting and clear audio. A huge plus with Virtual Videographer is that it offers you the ability to use your phone or computer as a teleprompter, running you and your subject's script along your screens, so nobody has to worry about remembering their lines.

On the videography side, the virtual director can adjust the camera focus, color temperature, frames per second, resolution and exposure. When we're done with the shoot, Virtual Videographer lets us download and upload all of our footage in 1080p or 4K (depending on the device used) without altering the video's quality. Beware when engaging with other video softwares, as they may compress or shrink a video to make it easier to send to all the parties involved.

Using a remote filming option is still an investment, but the costs are low for the product you get.

With little to no travel required, you're looking at up to 75% in savings versus using a traditional in-person videographer.



Then there's a quick turnaround for you to receive your footage – typically on the same day it's filmed.

Virtual filming softwares share your footage in a variety of different ways. Some process the footage over a couple of hours before making it available for download. Others automatically save your video to your device then upload it in its purest form to a secure cloud where it's ready for third-party download almost immediately after the shoot. Virtual filming does have its limitations. Because this method uses a computer or mobile phone on a stand, it's best for interview-style shoots that don't require a great deal of movement.

Virtual filming software often has limits on how big of a video file you can upload to its cloud. Shooting industry-standard 1080p resolution video creates a really big digital file. Shooting 4K? That's like trying to stand an elephant in your memory card. You'll want to talk to your provider or check out their website to find out how much video you can safely capture and/or upload to their server at a time. That way, you'll rest easy knowing you're not about to get cut off in the middle of your shoot.

Overall, virtual filming is an excellent way to produce videos - especially if you want high-quality content while saving money on an in-person videographer.

Virtual filming allows the videographers to keep control over the shoot and creates a collaborative experience that results in high-quality footage and audio.

Virtual Filming Required Equipment

- 📱 A smartphone, laptop or tablet with camera capability
- 🎤 External microphone
- 📐 Tripod/phone stand
- 💡 Light source



Film a Planned In-person Event

So you're having **an event or a conference** and you want to shoot a video for those who couldn't attend, or chop it up into a valuable marketing piece.

That's great!

Hiring a team of videographers to capture your footage on-site is the most effective way to ensure well-executed shots and high-quality footage.

These videographers can be “flies on the wall” throughout your event, shooting the whole story without getting in the way. A good videographer can capture in-person interviews with subjects of your choosing, like keynote speakers, presenters, employees or people on the floor. Splicing awesome quotes, cool stories or excellent interviews with experts can turn a video of your conference into a truly dynamic piece of evergreen content.



We should mention, capturing footage this way is a larger investment than the previous three options discussed, but for good reason. You're paying for the videographer's time (and potentially their travel and accommodation), and in-person services are often more expensive due to the professional experience and equipment they offer. This service is something you will need to consciously build into your budget.

That being said, the juice is worth the squeeze.

You'll have far better control over the end product when you hire a team of videographers that know how to "shoot to edit" or pre-plan their shots with a clear vision of what they hope to create in post-production. If you choose this option, you're also likely to have access to a producer who can help you plan your content strategy and determine what steps you can take to make content that smashes your marketing objectives.

Videographers use state-of-the-art camera equipment that you otherwise wouldn't have access to. They also have top-quality audio equipment, portable lights, tripods, a gimbal (handheld camera stabilizer) and the ability to shoot high volumes of footage.

If you want to create truly impressive content, hiring professional videographers is the option that allows more flexibility and an end product with greater impact than any of the previous choices.

Planned In-person Event Required Equipment

- Professional film equipment provided by production crew (*4K cameras, audio equipment, lighting, tripod, and/or gimbal*)



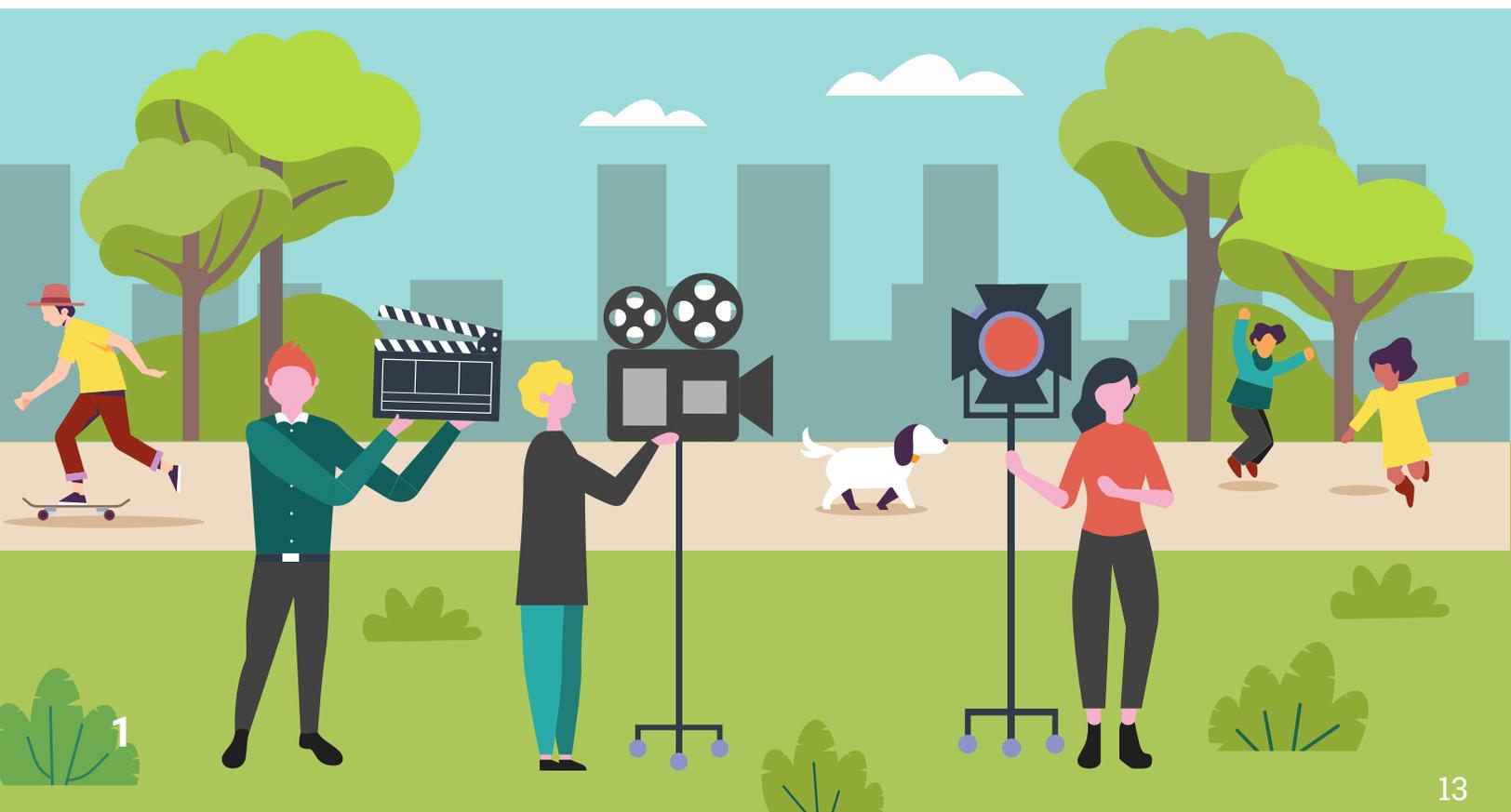
Film in a Natural Setting

This means to hiring videographers to capture footage in a pre-existing location that you have not manufactured or manipulated.

Your setting could be a public park or arena, or campus or anywhere where you intend to purposefully use the scenery as part of your video.

Filming in a natural setting cuts the cost of your video by giving you a great set without you having to pay for studio space. It can also help provide a sense of authenticity to your video and brand when you shoot on-location. If you're an association providing support to elementary schools, shooting at the school, including students and teachers and telling your story where it's actually happening are all going to lend to the sincerity and emotional impact of your content.

This option gives you access to directors, producers, videographers and location scouts to make your shots look their best.



Hiring the production company who shot your video to edit it as well? Fantastic idea. That way, you give them the opportunity to plan a shot list and create an organized workflow that accommodates their editing process for a final product that looks amazing.

Production crews also have plenty of experience solving problems on the fly and rolling with any challenges that come with filming in the real world like wind, snow, heat and rain. After all, mother nature is the real boss. Luckily, a good videographer has shot in every condition and is an expert at adapting to their environment. Often they'll have tips and tricks to help use your surroundings, like playing with lighting at different times of day, shooting rain for drama, overcast for emotion, sunshine for vibrant energy – anything to make your final product stronger.

Of course, it's not all sunshine and rainbows. If you're shooting in a natural environment, there's naturally going to be car horns honking, people walking through your shots, all sorts of gawkers, lurkers and questioners. There is a chance of delay by rain, snow, or loud wind that you can't stop from reducing the quality of your audio. Maybe you have trouble finding a power source for your equipment. Permits are required to shoot in certain locations with many municipalities requiring a permit to shoot in public at all. So yes, this option requires an extra degree of planning and comes at a cost.

But it comes down to the golden rule: you are your content.

It's how your audience sees, hears and feels you. So while it is a commitment, the final product should represent your association in the best light to current and prospective members, sponsors and partners.

Natural Setting Filming Required Equipment

- Professional film equipment provided by production crew (*4K cameras, audio equipment, lighting, tripod, and/or gimbal*)



Staged Filming

So, you want to make a masterpiece.

You want to manufacture your stage and manage every aspect of your shoot from start to finish. Then you want to hire a professional team of videographers, producers and directors to work alongside your association in creating the video.

With this option, you're paying for the services of a team and the ability to film in a studio or other private setting. While it's usually the most expensive type of filming, it also means you don't have to adapt to an environment. This way, your environment adapts to you.

It also offers you a guarantee.

A controlled shoot on a private set guarantees you the comfort of perfect weather all year. It guarantees you wave bye-bye to Peter Pedestrian. You get the bliss of perfectly executed and interruption-free shots that, if you don't like, you can simply reshoot until you get that perfect take you watch over and over because it just looks so dang good and my gosh, that black, green, blue or your-brand-color background that you worked with the studio to design to your every whim just pops!



You want special effects? Studios allow you access to a green screens to make it seem like your subject is standing in front of any background, anywhere in the world. That's a great way to eliminate travel bills from your budget but it can be difficult to replicate an environment perfectly, so unless you're willing to rent furniture, plants and backdrops, then filming on-location may still be the way to go.

One of the biggest pros of staged filming is that your videographers can shoot to facilitate editing.

There should be a script that outlines every scene, shot, line of dialogue and action, so unlike the experience of filming an event, videographers will know exactly what to expect during the shoot.

If your association is committed to releasing top-quality video content, then you'll want to pull out all the stops and go for the staged filming option.

When you see your finished product, you'll know your investment was the right choice.

Staged Filming Required Equipment

- Professional film equipment provided by production crew (*4K cameras, audio equipment, lighting, tripod, and/or gimbal*)
- Dedicated filming space (*studio, stage, etc.*)



BRASS TAX: What's Right for Me, and at What Cost?

A great piece of video content can be either cheap or visually impressive, but rarely both.

Having clear objectives for your video project and understanding your association's goals will guide you to choose the suitable method for your strategy and budget. Of course, "expensive" and "cheap" are all relative to what your organization already spends on marketing and what you stand to gain from revolutionizing your marketing mix.

You get back what you put into your content.

That's not to say that lower-priced options are never the solution your association needs; it just means that your content objectives and distribution strategies will dictate your investment and return. Sure, you can film your keynote speaker interview on a built-in webcam over video conference apps. That's a great base-level option that ticks the box of creating a piece of content.

But to tell a breathtaking story, to create something people want to share and talk about, to suck your audience's eyes out of their sockets, that takes production.

If you post a Zoom recording of a webinar for your existing member base, they will not expect animated intros, flashy green-screen backgrounds or professional voice-over work. But little glossy touches like adding watermarks (your logo) or lower thirds (little cards with the name and title of the person on-screen) adds layers of visual appeal and professionalism to your video.

This is inevitably going to enhance your video quality and engagement, which in turn will improve recruitment, retention, and revenue.

THE CREW: At a Glance

Creating a great video is a **team effort**.

Production crews range from one person to several people. Here are some of the industry professionals you're likely to encounter on your content journey.



The director shapes the vision of the video by managing the look and feel of the production.



The subject is the on-camera talent who answers the interviewer's questions and may represent a brand or association.



The producer manages the video production process by taking care of both creative and logistical details.



The writer reviews the raw footage from the video shoot and uses it to compile a script, which includes any dialogue, visual cues and production notes.



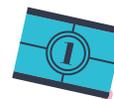
The videographer is responsible for recording your production and manages camera and equipment setup and operation.



The storyboard artist uses still images to create a visual representation of the final video.



The audio technician sets up recording equipment and captures high-quality sound throughout the production.



The video editor uses the script, storyboard, and raw footage to create the final video.



The interviewer is responsible for asking thought-provoking questions for the subject, which help shape the video's narrative.

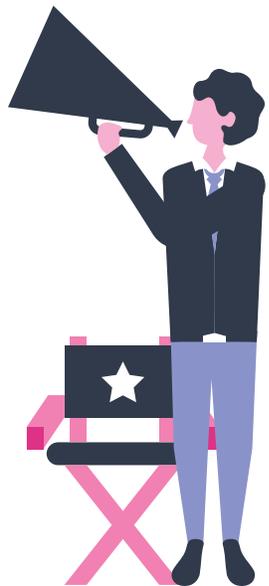
THE CREW: Explained

Directors

The director is responsible for shaping the vision of the video by managing the look and feel of the production. They'll often dictate lighting, camera angles and acting choices to help portray a particular creative style.

The director develops a grand vision for the video and communicates the stylistic and technical needs of that vision to the production team. The director usually has the final call on technical decisions like lighting and shot composition, but rarely operates equipment themselves. Having a director with a clear vision involved will help maintain consistency throughout your shoot.

In the pre-production stage, a director helps your association solidify the objective and theme of your video so that when you begin shooting, you have a concrete and actionable plan. A director works closely with the writers, storyboard artists, and video editors to ensure their vision comes to life in post-production.



Filming Options That May Involve a Director

- Virtual filming with remote direction
- Filming in a natural setting
- Filming a planned event or occasion
- Staged filming

Producers

The producer is responsible for managing the creative and logistical details of the video production from start to finish.

They're responsible for working alongside the director in the pre-production phase to help shape the vision of the video, then bridge the gap from the director to the production team in communicating that vision.

Producers are often your point of contact throughout your content journey. They'll answer any questions you have and let you know what to expect during your shoot, then act as your creative liaison during the production process. They may take on a wide variety of tasks, from offering direction to on-screen talent, scheduling shoot times, and managing the quality of the content.

Even when the shoot is over, the producer's work isn't done. They are often the ones who oversee the timeline of the entire project and help keep writers and editors on track to deliver the video on deadline. Throughout post-production, the producer will be available to answer questions from the video team. Sometimes, they contribute by writing scripts themselves or working directly alongside video editors.

The producer fills a managerial role to keep the project organized and the client happy. No matter how small the project, there may be a producer involved to help make your content dream a reality.



Filming Options That May Involve a Producer

- Virtual filming with Zoom or Skype
- Filming with a smartphone
- Virtual filming with remote direction
- Filming a planned event or occasion
- Filming in a natural setting

Videographers

Videographers bring your video to life by translating your ideas into footage.

They're responsible for recording your production, managing the camera, and framing the shots. With a skilled, trained and experienced videographer behind the camera, you're guaranteeing a level of expertise that will shine through in every shot.

In the pre-production phase, videographers will often plan for the upcoming shoot by creating a shot list that reflects the desired look and feel of the video. This shot list helps them decide which cameras, lenses, lights and audio equipment they'll use.

Videographers are experts at adapting to any environment to capture the best possible footage. They make on-the-fly adjustments to camera exposure, focus, and lighting. If you don't have an on-set audio tech, videographers should even be able to handle audio monitoring and recording.

Videographers are usually involved with the editing process during post-production. Their familiarity with the footage and their understanding of the client's vision makes them the perfect partner to guide an editor to the finish line.



Filming Options That May Involve a Videographer

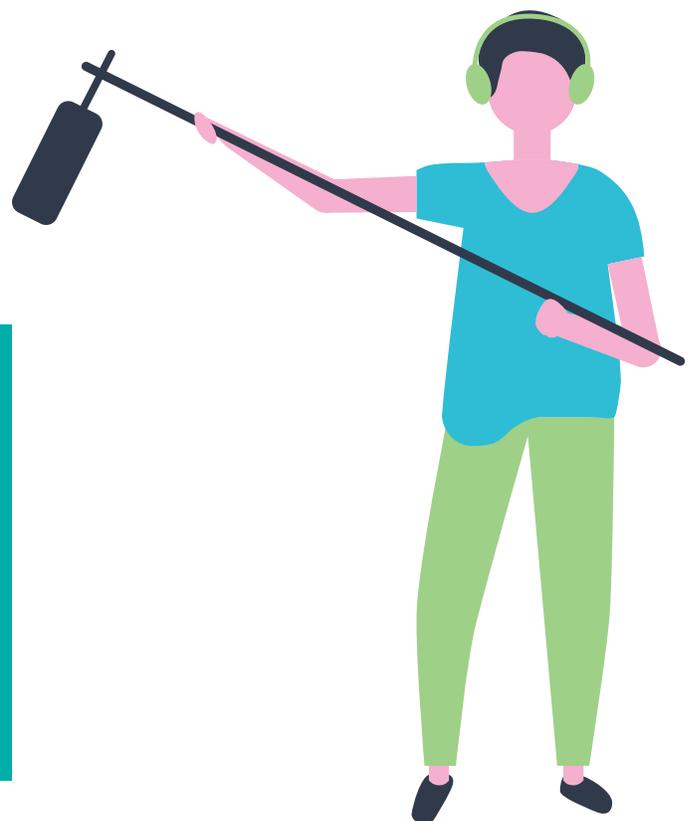
- Virtual filming with remote direction
- Filming a planned event or occasion
- Filming in a natural setting
- Staged filming

Audio Technicians

The audio technician sets up recording equipment and captures high-quality sound throughout the production.

They begin by putting a mic on everything that needs one, whether it's a person's shirt or at the end of the pole they hang over your subject's head. It's the audio tech's job to make sure that you're recording without any clothes rustling or wind interference, but also to constantly make adjustments that ensure you're recording at the correct decibel level. If your decibel level is too high, everything is going to sound "blown out" or too loud and crackly, and nobody wants to listen to that. Too low a decibel level, and you won't be able to hear anything at all.

These trusted team members are the arbiters of what you can hear, and unless you're shooting a silent film, that's pretty crucial. They may also be responsible for adding and mixing music in the final video edit; however, this task may also fall to the video editor.



Filming Options That May Involve an Audio Technician

- 📍 Filming a planned event or occasion
- 📍 Filming in a natural setting
- 📍 Staged filming

Interviewer & Subject

The interviewer is responsible for asking thought-provoking questions to the subject that will create or complement the narrative of your video.

An expert interviewer will research your association, your video topic and any subjects featured in your video to make sure they're asking strategic questions. You could ask a CEO to speak about their company's product, but anyone can Google basic information. People want to hear about the emotional impact and the daily struggle behind the scenes. People want to hear what it took to turn a tarnished reputation and a failing product into a thriving enterprise. People want a story.

An interviewer should be experienced enough to think quickly on their feet, and snipe follow-up questions that dive further into a subject based on their answer.

A good interviewer should also make the subject feel comfortable. We've all seen interviews or videos of someone looking absolutely petrified on camera. Those of us who get nervous on camera will stumble on our words, clam up — sometimes you can even hear how dry a person's mouth is because they're so nervous, and we don't want that.



You want the star of your video to be relaxed, informative and entertaining — and so do your viewers. The content-creation process should be, dare we say it, fun! When everyone has a good time working together to make your project, that's really going to show on screen and that's what people love to see.

At their core, a great interviewer is a people person who will guide the mood, direction and content of your video.

Interviewer & Subject (cont.)

The subject is anyone you choose to speak on camera and/or answer the interviewer's questions.

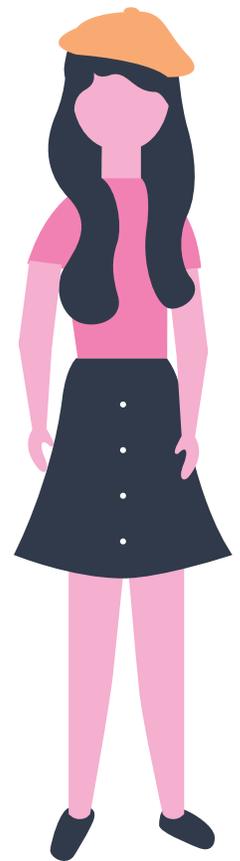
If your subject is someone from your organization or otherwise representing your brand, you'll want to think carefully when selecting them.

Your first instinct might be to have your association leader act as your speaker. While this person might be fantastic at their job and a great leader, you should think critically: Will they come off as someone people want to watch, listen to and learn from?

Some people just aren't very talkative or are more camera-shy than others. If your subject doesn't light up the screen, it will affect the quality of your video. Our advice is usually to find a good mix between the most informed person and the most charismatic.

Filming Options That May Involve an Interviewer & Subject

- Virtual filming with Zoom or Skype
- Filming with a smartphone
- Virtual filming with remote direction
- Filming a planned event or occasion
- Filming in a natural setting
- Staged filming



Writer

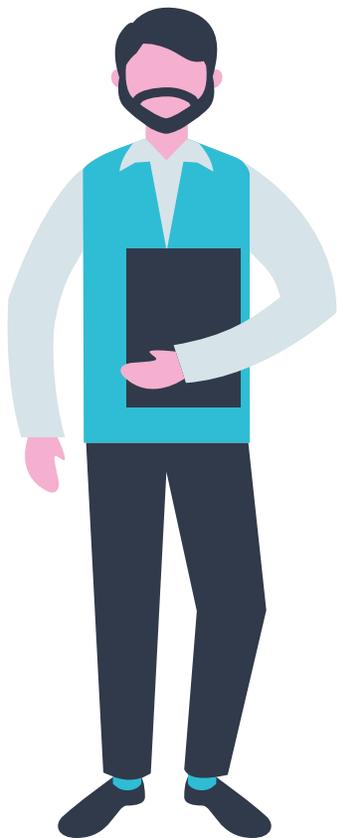
The writer is responsible for drafting the script.

The script is the written document that includes every line of dialogue, every scene, every action and every visual included in your video. A good script tells a story, moves at a steady and engaging pace and organically communicates your message to your audience while remaining consistent with your brand.

Depending on the process you agree on with your production company, the writer will either draft a script from scratch for the videography team to shoot around, or they'll take in raw footage that's already been shot, pick out the parts they need to tell your story and write that out in script form. They can include things like voiceover, graphics or animation and stock footage.

After you have an initial meeting with your production company to explain your marketing objectives and any ideas you have, the production company should then come up with a script and send you the first draft for your review, notes and approval before they move forward. Writers may also take on an interviewer role to capture footage that helps facilitate their scriptwriting.

Often the writer also does a fair bit of research to get a deeper understanding of the story they're telling. They'll scour the internet to get a better picture of you, your organization and your desired subject. Depending on the style of the video, they may include this supplementary information to help engage your audience or otherwise provide value to your content. It's a writer's final job to make sure the script is clear, engaging and helps you meet your business objective.



Filming Options That May Involve a Writer

- Virtual filming with Zoom or Skype
- Filming with a smartphone
- Virtual filming with remote direction
- Filming a planned event or occasion
- Filming in a natural setting
- Staged filming

Storyboard Artist

Storyboard artists are responsible for... the storyboard!

The storyboard is a document containing a grid of drawings, pictures or graphics that roughly convey what the look and feel of your video will be. These pictures are often ordered to follow the proposed narrative of your video, so at the top of the document you'll have an idea of what the first couple shots of your video might look like, then at the bottom of the doc is your ending.

It's an awesome tool to help you and your production team get an idea of the visual style, colors and shots to aim for in production. You give your stamp of approval on the dialogue and storyline by reviewing the script before it moves along the production line, right? Well, the storyboard is a necessary step of making sure everyone's on the same wavelength on what it all looks like before it enters the final stages.

When you and the rest of the production team have all approved the storyboard, it moves along to the video editors who will use it as a visual reference while putting together your video.

If you're new to content creation, or you're creating a piece of content you're not familiar with, this is an essential step of the process to get the style right and save you a ton of time, energy and money.



Filming Options That May Involve a Storyboard Artist

- Virtual filming with Zoom or Skype
- Filming with a smartphone
- Virtual filming with remote direction
- Filming a planned event or occasion
- Filming in a natural setting
- Staged filming

Video Editor

The video editor is responsible for smashing your footage, script and storyboard together to create your final video.

Okay, so there's very little "smashing," per se, but by following the script's action and dialogue and using the storyboard as a visual reference, the video editor weaves your footage, graphics and audio into one sweet piece of content. They're responsible for creating animations and special effects, and setting pace and rhythm. They could be taking direction from the rest of the team, or they could have complete creative control over the final look and sound of the video.

Whether they acted as videographer on the project and shot the footage themselves, or are seeing the footage for the first time in the production booth, they should have the tools such as a storyboard and script and the training and experience to know what's going to create the most engaging and impactful visual story. They must know which shots logically sequence together, and they have to pay attention to subtle inconsistencies or cuts that might be jarring to viewers.

It falls on the video editor to fix any issues with the content to the best of their ability. Colour correcting footage, improving audio, and stabilizing shaky clips are all common tasks for the video editor. When the audio and video is laid out, cleaned up and formatted into a clean video file, it's ready to be delivered to your inbox and your project is complete. Hooray!

Filming Options That May Involve a Video Editor

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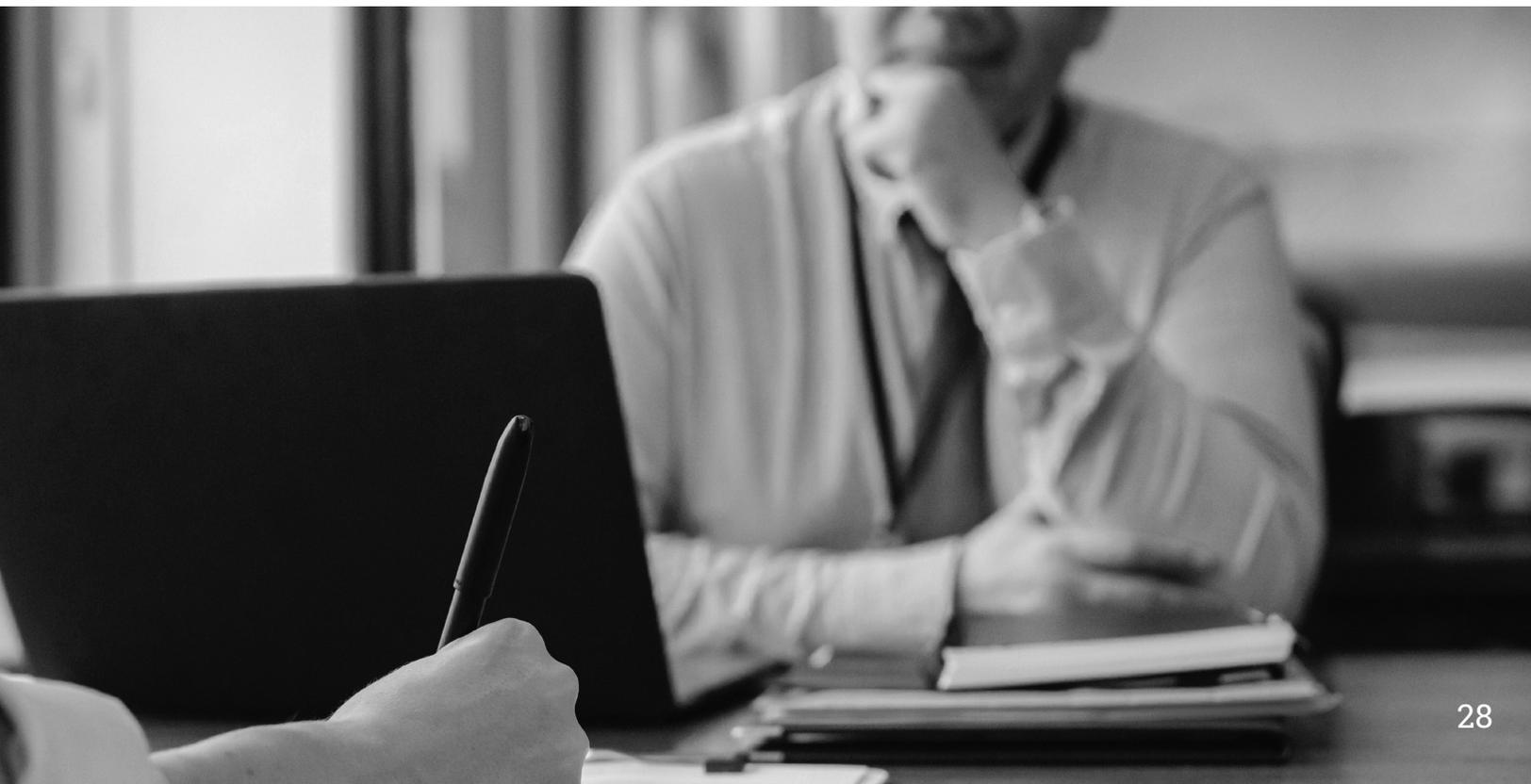


So, Now You're Ready to Make A Video

You now have the knowledge to decide how big or small of an investment you want to make.

There's a ton of production companies that will help you make your video content. Some companies only offer videography services; others are strictly graphics and animation studios that work exclusively in post-production. You might only need certain services, or you may choose to work with a full-service production company that can manage your project from start to finish.

Whether you want to test the waters with a simple 30-second promotional video or you're ready to set your sights high with large-scale production, you now have a pretty good idea of the methodology, crew and equipment involved. This means you have a significant leg up over most clients in that you now understand the tools you need to achieve your business objectives and rejuvenate your marketing mix.



Sure we just saved you plenty of time, money and energy, but it's also just really cool stuff to know, right?

We think so.

At Association TV®, we provide the option of turnkey, full-service video production from start to finish with the flexibility to pick and choose your services.

We can help with pre-production planning, production, post-production and project completion. We offer the benefit of allowing you to work with one team of dedicated professionals throughout the entire video development process – no passing your account around, no outsourcing. As a result, we give you clear and open communication throughout every step of the process, and you have the opportunity to develop a lasting professional relationship.

Thanks for reading.

Sincerely,

All of us at Association TV®



www.association.tv

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