Video Production Tips

Creating a treatment

● Sell the story
● Introduce the subject, and why we should care about them — capture the personal and human element of the story
● Where is this subject’s story going? (story arc)
● Use an active voice — make the reader believe this film is happening
● Write colorfully and descriptively without generic words like “unique”
● Use narrative and visual descriptions
● Ultimately, why should this story be told?

Location scouting

● Look for somewhere quiet, bright, and visually engaging
● Keep distance between subject and back wall
● Focus should be on subject without distractions from background
● Be mindful of where the light is coming from
● Is it a public space? Could there be distracting noises during your interview?

During your shoot

● Be aware of lighting
● Look at all that’s in your shot and make sure you want it to look that way
● Use a tripod to get stable shots - this isn’t a home movie
● Use headphones
● Get more footage than you think you need - easier to shoot now
● Get extra before and after the shot is over
● Capture lots of b-roll
● Remember good composition
● Remember lead room
● Remember 180 degree rule
● Stick to your storyboard