



I want help to make a video – what do I need to do?

MediaLab staff can help you to make short videos for teaching and promotional purposes, but there are a number of ways in which you can help to ensure that you get a good product ready in good time for when you need it.

Scheduling

Video takes a surprising amount of time to prepare, edit, and output. Remember that as long as it takes to shoot your video, it may take many times this to edit to your finished product. In addition yours is unlikely to be the only ICT project in progress at any time.

Please read through the following example of a production schedule, key steps are highlighted thus.

Goal: a short video – to be about 5 minutes duration, but with a variety of shots sufficient to communicate a detailed procedure, and maintain viewer attention. All shots to be captured at a single shoot, voice over to be recorded later.

Pre-production (1-2 weeks)

Begin by making a very rough draft of your video idea – an early version of your script, then take this to a **planning meeting** with video production staff.

Allow 1-2 weeks after this to find an opening for the video shoot. During this time you can write your script, or storyboard, arrange any people who are going to be in your video, find props required for your shoot, and organise a location (see ‘About Locations’ below). A **recce** (site visit) by production staff may be appropriate to check out the location.

Shooting (1 day)

The shoot itself is likely to take at least 2 hours on location, depending on the number of people involved and the number of different camera angles required. If your location is distant, obviously travel time will also be required.

Recording a voice over may take another hour, however it may be that this task cannot be scheduled for the same time as your shoot, or that your location may not be suitable for doing this because of ambient noise.

Post Production (1-2 weeks)

Initial editing will probably take at least 2-3 hours, possibly more depending on complexity.

After the initial edit, the editor will arrange a **review meeting** with you at the MediaLab and review the what has been done so far. Meeting in this way to review work in

progress is *essential*, it will lead to a much quicker production which better meets your needs.

After this meeting the editor will carry out the **secondary editing** work which you have agreed, and arrange for you to attend a **final viewing**, before the project is completed, and **output** as required.

What makes post-production take a long time is likely to be finding time between your other commitments to for the above sessions.

So, for a 5 minute video, it would be sensible to allow at least 3-4 weeks prior to delivery.

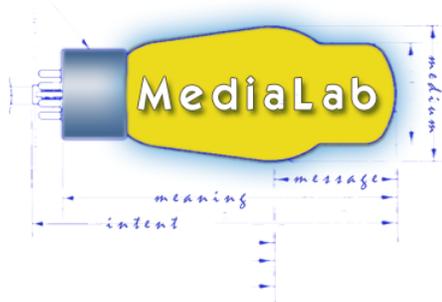


About Locations:

Ideally video filming locations should:

1. Be fairly quiet (no road noise, people in corridor, or humming machines)
2. Have reasonable light - a decent sized window is a good bet if shooting in daytime
3. Not be tiny. There needs to be enough space to get the camera set up on a tripod, with an operator behind, ideally at least 2-3m away from the subject being filmed.

It's a good idea to arrange for production staff to visit your location for a recce before the day when you are going to be shooting.



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