THE VIDEO PROCESS
WHY MAKE VIDEOS?

• People may be more likely to watch a video then read an email
• Good way to share information
  • The need to share information is VITAL!!
  • Too many MODD members claim they are not receiving information
  • Makes information available via several media types
    • YouTube
    • Email
    • FaceBook
• With the right equipment, videos can be played at Growls in order to ensure members are being kept up-to-date
GETTING STARTED

• Smart Phone
  • Has a camera on it,
  • sometimes better than one you can purchase separately

• Microphone
  • Ordered from Amazon
  • $25.00

• Tripod with Light
  • Also Amazon
  • $20.00
GETTING STARTED

• Set up a dedicated space

• Try to have a “clean” background
  • My wall décor looks like part of a hat

• Green screen
  • Allows for custom backgrounds
PREP WORK

• Write a script
  • Plan of information to pass
  • Add notes for pictures/subtitles/illustrations
  • Costume changes
  • Can share with others for input
  • Very useful to follow while recording
• Average length (so far) ~ 3 pages
  • Shortest – 2nd Gathering announcement (1 page)
  • Longest – Passports (5 pages)
• Each page ~ 5 minutes of film
  • Helps to keep the videos within 15-20 minutes
FILMING

• Make sure all props are handy
• Set up smart phone, microphone, & tripod
• Adjust framing 2 or 11 times
• Script close by for reference
• Cats and dogs are outside or occupied
• TV or other noisy items are quieted
• Press Record and go for it!
  • Average length of raw footage – 1 hour
VIDEO EDITORS

- Various editors available online
  - Google “Free video editors”
  - Try free versions first
- WeVideo
  - Easy to use
  - Saves info online
  - Internet connection required to edit
  - Has many free options
    - I paid to have extras
EDITING

• Download raw footage
  • Sometimes difficult with larger files
  • Can take some time

• Begin editing
  • Crop entire video before doing anything else
    • Will have to go back and crop each section
    • Won’t have uniform borders
  • Start from beginning
  • Find “easy to remove” areas
    • Not talking
    • Obviously yelling at the cats/dogs
    • Looking frustrated because my mouth won’t say words
• Keep the best “takes”
  • Watch individually
  • Watch from beginning to current take
  • Repeat until all video has been edited

• Add Title Card
  • Absolutely do this first
  • Adding later will cause all other elements to need adjusting

• Add interesting elements
  • Photos of items/people you have described
  • Subtitles
  • Sounds/music
• Watch the completed video
  • Make any necessary changes/adjustments
• Watch the completed video again
  • Make more changes/adjustments
• Repeat above steps until satisfied
• Watch completed video again
  • Get disgusted with the way I look/talk/act and declare the video is finished because I basically hate it at this point.
• Complete editing process – 6 to 8 hours
• Send for approval
  • NEVER upload a video without approval
  • Share with Pound Keeper/Pack Leader/Chief to get their OK
SHARING

• Once finalized WeVideo provides a link
  • Also save it to my OneDrive
  • Then save it to my PC
  • Upload to my GoogleDrive

• Upload to YouTube
  • Created the MODD channel
  • Connected to my personal YouTube account

• Copy the YouTube link
  • Use to post on Facebook
    • As many MODD pages I can find
  • Send to Kennel Web Sargeant
  • Use to email
FEEDBACK

• Ask for feedback in video
• Check comments
• Audience participation can help with future topics
• Viewers may have picked up a mistake
  • Can issue a correction in the next video
• Ignore the haters
  • If they think it’s so easy then they can do it themselves
  • You can always delete hateful comments/block them from the channel
  • Haters going to hate
QUESTIONS??