The background features several flowing, wavy bands of color. At the top, a thick band of red and orange flows from left to right. Below this, the background is mostly white. At the bottom, there are more flowing bands, including a prominent one of red and orange on the left, and a wide, bright yellow band on the right. The overall effect is dynamic and energetic.

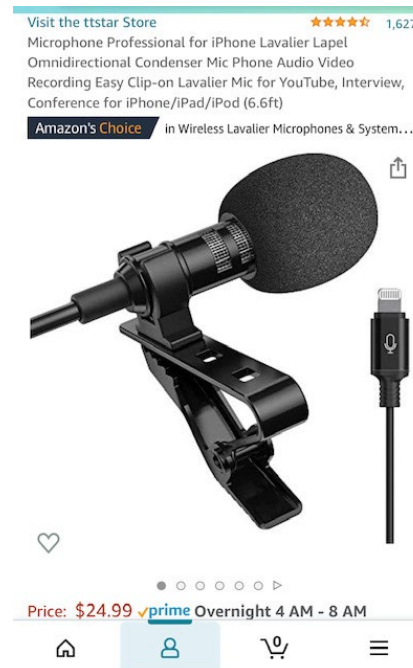
THE VIDEO PROCESS

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

EDITING

- 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

EDITING

- 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???

