



VIDEO

Best practices, tips, and resources for content creators

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STORYTELLING EXERCISE

- Pair up
- What's the best present you ever received?
- 2 minutes

STORYTELLING EXERCISE

- Share an example
- What makes for a good story?
- Beginning, middle, and end
- Background information and context
- Feelings
- Emotional connection
- Wrap it up

STORY FIRST

- Everyone has a story
- People don't care how much you know, until they know how much you care
- Make people feel – emotion, fear, humor, excitement
- Video is just one way to tell a story

WHEN YOU NEED A VIDEO

- Think about your goals
- Know your audience and what they want
- How are you going to use it?
 - To promote or capture an event?
 - To raise money or appeal to donors?
 - On your website as a pretty visual?
 - Something fun for social?
- Why should people care?
- How do you measure success?

UCR | Office of Strategic Communications

CREATIVE BRIEF

Project: _____
Final Due Date: _____ Project Manager: _____
Final Decider/Key People: _____

BACKGROUND

What is special about this project? What are strengths and weaknesses? Are there existing documents or footage to help us understand the situation? Are other institutions doing something you like?

TARGET AUDIENCE

Who are we talking to? What do they already think of us? Why should they care?

GOALS AND OBJECTIVES

What do we want to achieve with this project?

KEY MESSAGES

What specific content do you want for graphics and text in the video? Any specific ask or takeaway for the viewer?

LIMITATIONS / RESTRICTIONS

Any budget information, technical limitations, considerations, or policies?

LAUNCH PLAN

Where will the video be used? Include any specific dates for publication, exhibition, social rollout, email blasts, etc.

YOUTUBE CONTENT

Video Title: _____
Thumbnail Title: _____
Description: _____
Tags: _____

DIFFERENT VIDEO APPROACHES

- Talking heads
 - <https://www.youtube.com/watch?v=ubxhCYvpqxM>
- Voice over narration
 - <https://www.youtube.com/watch?v=NcrpBRubJVU>
- Information driven
 - <https://www.youtube.com/watch?v=TT3yA2KTdGM>
- Music driven
 - <https://www.youtube.com/watch?v=8RbTL-248N0>
- Website Videos
 - <https://www.ucr.edu/>

PLATFORMS

- YouTube
 - YouTube live
 - YouTube 360
 - Facebook
 - Facebook live
 - Facebook 360
 - Instagram
 - Instagram Story
 - Instagram live
 - Instagram TV
 - Twitter
 - Linked In
 - Vimeo
- *Look up platform requirements for format & duration as they are always changing*
 - Horizontal vs. square vs. vertical

AT UCR, 58% OF NEW AND CONTINUING STUDENTS ARE FIRST-GENERATION

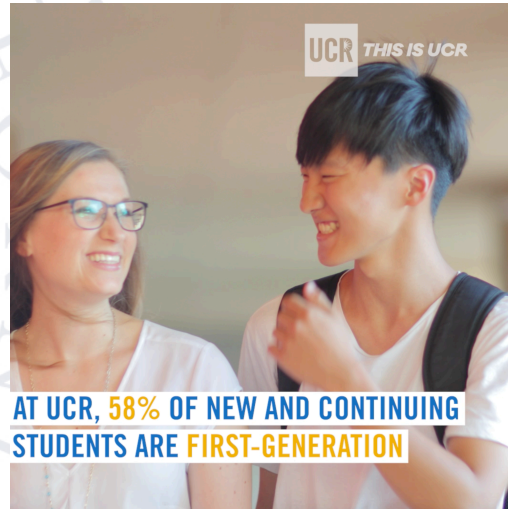


AT UCR, 58% OF NEW AND CONTINUING STUDENTS ARE FIRST-GENERATION



UCR THIS IS UCR

AT UCR, 58% OF NEW AND CONTINUING STUDENTS ARE FIRST-GENERATION



CREATE ONCE, USE MULTIPLE WAYS

- Make your video evergreen
 - Talking head videos might be harder to keep evergreen
 - Avoid dates or other time-sensitive information
- Follow ever-changing platform settings for different exports
- **EXAMPLE = CAM CALKINS**
 - YouTube version
 - Facebook square version

EXAMPLE OF MULTIPLE PLATFORMS

YouTube search: cam calkins youtube

JAMES CAMERON CALKINS
BAKER, UCR DINING

910 views

LIKE DISLIKE SHARE SAVE

<https://www.facebook.com/UCRiverside/videos/vb.102657818085/10155894793103086/?type=2&theater>

INTERACTING WITH STUDENT WORKERS FROM AT LEAST 43 DIFFERENT ETHNIC BACKGROUNDS

Comments (93)

- Christian Altamirano I've been seeing him read during his lunch break everyday since my freshman year. Two weeks ago, I finally got to know his name as a senior--Cam. We exchanged an amazing conversation, and I got to know a bit of his life story. What an amazing individual. Thank you Cam for all that you do.
Like · Reply · 1y · 17
- Greg Thompson Cam was one of the nicest people I've ever met. Really down to earth but had some great stories to tell. He deserves all the recognition.
Like · Reply · 1y · 7
- Kimberly Ho I was a dining employee my four years at UCR and always saw Cam reading a book out in the HUB everyday during lunch, I've only exchanged greetings with him and wish I had gotten a chance to learn more about him, but this is awesome. Thank you for all that you do Cam!
Like · Reply · 1y · 5
- Matthew Gonzales Always passed by him walking to and from my car, he always walked with his head in a book! This is terrific! Thanks for your generosity and inspiration Cam!
Like · Reply · 1y · 2 Replies
- Cynthia De Leon I worked with him my freshman year of college, while washing dishes lol he is so friendly. Aw, I'm so happy for him.
Like · Reply · 1y · 5
- Gaby De Anda Honestly one of the nicest people to work with. Cam is amazing!
Like · Reply · 1y · 4
- Nicole Trinh Hannah Trinh omg I have met him! He came up to have lunch with me. Such a sweet guy && so easy to talk too
Like · Reply · 1y · 1

FRAMING: SETTING UP YOUR SHOT

- Storytelling in the background
- Wide, medium, close up shots
- Rule of thirds
- Use a tripod or have steady hands
- Example:
 - <https://vimeo.com/user64733826/review/299777028/f2f80b4421>

LIGHTING

- Is there enough light to see your subject?
- Are they facing the light?
- Don't blow out the background – pick all one level
- Deep shade is ideal
- Example
 - <https://vimeo.com/user64733826/review/299774607/67e8be226d>

SOUND

- Can you hear your subject?
- Is there background location noise?
- Watch out for interruptions (airplanes, cars, people)
- Use an external mic, if possible
- Example
- <https://vimeo.com/user64733826/review/299779024/177d3fe046>

EDITING

- Keep it short
- Tailor it towards your audience
- Use BROLL to enhance the story
- Add music if necessary
- Example of good broll
 - [Insert link here](#)

GRAPHICS

- KEEP IT SIMPLE
 - *Don't make fonts too fancy*
- Keep it short
- Make it easy to read
 - *Contrast Ratio requirements*
- Use “lower thirds” to identify talking heads
- Follow campus branding guidelines
 - <https://creativdesign.ucr.edu/ism/logos.html>



TIPS FOR SHOOTING ON A PHONE

- *All those sample videos were made on a phone!*
- Use a tripod or phone holder, if possible
- Get good sound
- Prep your phone
 - Check storage space
 - Check battery
 - Adjust settings - 1080 or 4K?
 - Put in airplane mode, do not disturb, block messages
 - Clean & use the rear camera lens
- Practice your shots

TIPS FOR LIVE SOCIAL VIDEOS

- Promote it in advance
- Work with talent ahead of time to prepare
- Find a good background location
- Start the video with a tease
- Make it interactive
 - Questions from the audience
 - Have backup questions ready
- Close with a call to action
 - like our page, share, subscribe
- Follow up – go back and answer questions
- Use in other ways – upload to YouTube



EQUIPMENT

- **Audio**

- Wire Lavalier microphone \$20
 - <https://www.amazon.com/Omnidirectional-Lavalier-Microphone-Camcorder-Recorders/dp/B00NHN168W?th=1>
- Shotgun microphone \$40
 - https://www.amazon.com/BOYA-Universal-Cardiod-Microphone-Camcorder/dp/B06XWH97X8/ref=sr_1_2?ie=UTF8&qid=1518492340&sr=8-2&keywords=boya+bymm1
- Mobile Interview kit with 2 lav mics - \$200
 - https://www.bhphotovideo.com/c/product/1428666-REG/rode_sc6_l_mobile_interview_kit.html?ap=y&gclid=EAlaIqobChMllpv07MjA3gIVGP5kCh3SJwilEAQYASABEgLb6PD_BwE&smp=y
- Wireless microphone pack - \$329
 - <https://www.amazon.com/Rode-RodeLink-Wireless-Filmmaker-System/dp/B00TV90DX0>

- **Stabilizers**

- Tripod - \$90
 - https://www.amazon.com/Slik-617-520-Video-Sprint-Tripod/dp/B0033333KU/ref=sr_1_11?s=photo&ie=UTF8&qid=1475294198&sr=1-11&keywords=slik+tripod+ll
- Adaptors to put a phone on a tripod - \$12
 - https://www.amazon.com/dp/B00158NYQQ/ref=wl_it_dp_o_pC_nS_ttl?_encoding=UTF8&colid=1CY5M13XB9PDM&coliid=I8MS0HEG560R
- Tripod for a phone
 - https://www.amazon.com/Arkon-iPhone-Tripod-Galaxy-Retail/dp/B00SZHIESK/ref=pd_ybh_a_4?ie=UTF8&psc=1&refRID=Z51H9BKSCR1YVEVXM7D5

- **Basic lights and/or light modifiers**

- Shoe mount \$32
 - <https://www.amazon.com/YONGNUO-YN300-Air-Temperature-3200K-5500K/dp/B0157PE1ZC/>
- DIY light kit - \$100
 - <https://wistia.com/learn/production/down-and-dirty-lighting-kit>
- Good 'ol Reflector - \$50
 - https://www.bhphotovideo.com/c/product/1274713-REG/impact_r2542_51_42_5_in_1_collapsible_circular.html

- **UCR receives a discount through B&H**

- All in one light, tripod, and microphone kit \$200
 - https://www.bhphotovideo.com/c/product/1302409-REG/lume_cube_ios_video_kit.html

VIDEO EDITING APPS

- **iMovie comes on iOS devices**
 - Can add stills, music, filters, titles
 - Can export to a Mac desktop for more processing if needed
- **PowerDirector for Droids**
 - Quickly arrange clips, trim, and add to timeline
 - Might be limited on export options
- **Adobe Spark**
 - Basic is FREE, or you can pay for more features \$10/month
 - Desktop and mobile
 - EASY TO USE
 - Created branded photos, videos, and graphics
 - Log in with Facebook, Creative Cloud
 - https://spark.adobe.com/pricing/?gclid=EAlalQobChMloYbdi77S3gIWE9VkJCh0aqwdhEAYASAAEgJyb_D_BwE&mv=search&ef_id=EAlalQobChMloYbdi77S3gIWE9VkJCh0aqwdhEAYASAAEgJyb_D_BwE:G:s&s_kwcid=AL!3085!3!284648606115!b!!g!!adobe%20spark
- **Feelin' fancy? Use Adobe Premiere Rush**
 - For more advanced users
 - Lets you easily change between portrait and landscape modes
 - ONLY on iOS, Mac, and Windows
 - First 3 projects are free, after that \$10/month
 - <https://www.adobe.com/products/premiere-rush.html>

YOUTUBE MANAGEMENT

- Title, Description, tags
- Thumbnail title and image – seek to make a visual “impression”
- Captions – *required for all UC-generated content*
- End cards
- “i” cards
- Playlists
- Comments & engagement
- <https://www.youtube.com/user/ucriverside>
- Follow requirements for the other platforms – avoid empty boxes when you post!

BE A GOOD CONTENT CREATOR

- Ask permission before filming
 - Video release forms, as needed
 - Minors need parental consent
- Drone requirements
 - <https://www.ucop.edu/enterprise-risk-management/resources/centers-of-excellence/unmanned-aircraft-systems-safety.html>
- Filming in labs: folks should have labcoats, eyegear, gloves (as required)
- You are representing the University in these videos, beware of dress code

NEW FREELANCERS!

- **Christen Marquez**
 - (917) 428.4984
 - Email: christen.marquez@gmail.com
- **Neil Murko**
 - (760) 317-6404
 - Email: neilmurcko@gmail.com
 - Website: <https://www.neilmurcko.com/video/>
- **Carly Scholte**
 - Email: carlyscholte@gmail.com
 - Website: <https://www.carlyscholte.com>
- **Josh Kulic**
 - Cell: 909.556.4970.
 - Email: josh@vstormpro.com.
 - Website: www.vstormpro.com


WHAT TO ASK A FREELANCER

- Use the creative brief to prep your request
- Clearly define the scope of work
- Ask for examples of their videos
- Send them examples of videos that you like
- Get multiple quotes

FREE MUSIC

- UCR has a Warner Chappell Production Music subscription
- Avoid using music that is not licensed – otherwise annoying things will happen
- Keep an eye out for copyright disputes

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 **WARNER / CHAPPELL
 PRODUCTION MUSIC**

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Our Catalogs – Outstanding Production Music Catalogs

Warner/Chappell Production Music has one of the world's largest collections of production music catalogs, covering every style, genre and mood imaginable. Below is a list of our production music catalogs available in the US. Click on any of the catalogs for a description and montage to get a feel for what each music library is all about. [Contact us](#) if you need assistance...we have Music Directors available to help you narrow down what you need and choose the perfect piece of music for your production – no fees, no hassles, just great client service!

If you find yourself asking, "What is production music?" this is a good place to start!

Playlists – Don't know where to start? Check out some of our hand picked [featured playlists](#).

FREE BROLL

<https://vimeo.com/album/5305405>

vimeo 19 videos **Share**

Campus BROLL

UC Riverside

- Generic BROLL**
UC Riverside
Generic shots of students outside of the classroom
- Establishing shots**
UC Riverside
Includes aerial shots of campus
- Students in Labs**
UC Riverside
Includes shots of students and faculty in labs and in the field conducting research. Some is graded, some is ungraded.
- Classrooms**
UC Riverside
Shots of students and faculty in classrooms and small breakout sessions
- Engineering - 4K @60fps**
UC Riverside
The UV chamber clips in the beginning are from Ce-Cert facilities. The rest are within the Bourns College of Engineering.
- Engineering - Ce-Cert footage (1080...**
UC Riverside
A collection of HD BROLL taken at Ce-Cert. Includes a produced Ce-cert video with burned-in branding.

HAVE
FUN!





THE END

Call or email if you would like more information

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