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?
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
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

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

INTERACTING WITH STUDENT WORKERS FROM AT LEAST 43 DIFFERENT ETHNIC BACKGROUNDS
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://creativedesign.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/B00NH168W7/ref=tmm_kin_title_0
  - Shotgun microphone $40
    - https://www.amazon.com/BOYA-Universal-Cardioid-Microphone-Camcorder/dp/B06XWH97Xb/ref=sr_1_2?ie=UTF8&keywords=boya+bym1
  - Mobile Interview kit with 2 lav mics - $200
  - 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?ie=UTF8&keywords=slik+tripod+II
  - Adaptors to put a phone on a tripod - $12
    - https://www.amazon.com/dp/B00I58NYQQ/ref=wl_it_dp_o_pC_nS_ttl?_encoding=UTF8&colid=1CY5M13XB9PDM&coliid=I8MS0HEGS60R
  - Tripod for a phone
    - https://www.amazon.com/Arkon-Phone-Tripod- Galaxy-Retail/dp/B00SZNHESK/ref=dp_prsg_lh

- **Basic lights and/or light modifiers**
  - Shoe mount $32
  - DIY light kit - $100
  - 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
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=EAIaIQobChMIoYbdi77S3giVE9VkJCh0aqwdhEAYASAAEgJyb_D_BwE&mv=search&ef_id=EAlaIQobChMioYbdi77S3giVE9VkJCh0aqwdhEAYASAAEgJyb_D_BwE:G:s&s_kwcid=AL!3085!3!284648606115!b!!g!!adobe%20spark](https://spark.adobe.com/pricing/?gclid=EAIaIQobChMIoYbdi77S3giVE9VkJCh0aqwdhEAYASAAEgJyb_D_BwE&mv=search&ef_id=EAlaIQobChMioYbdi77S3giVE9VkJCh0aqwdhEAYASAAEgJyb_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
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](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

• Filming in labs: folks should have labcoats, eye gear, 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
FREE BROLL

https://vimeo.com/album/5305405
HAVE FUN!
THE END

Call or email if you would like more information

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