



see3 communications

# Create an Engaging Nonprofit Video: A Step-by-Step Guide

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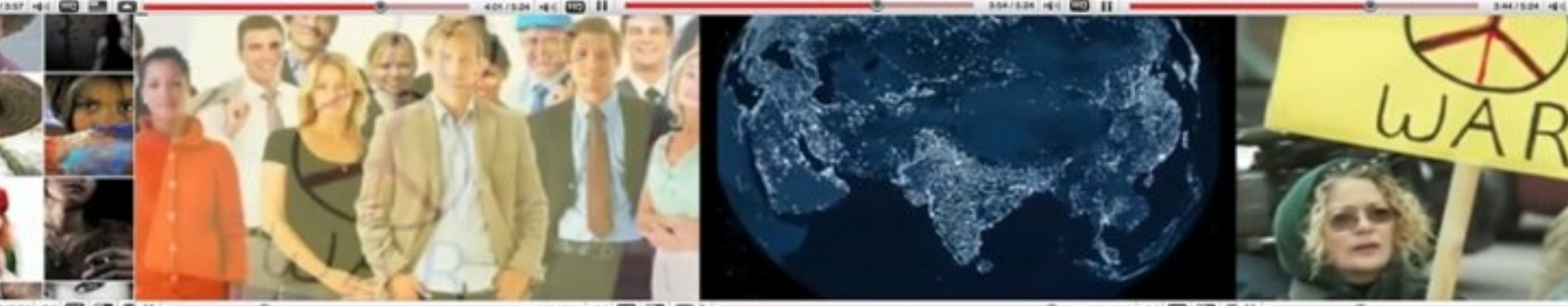
[www.see3.net](http://www.see3.net) |  
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## Danny Alpert

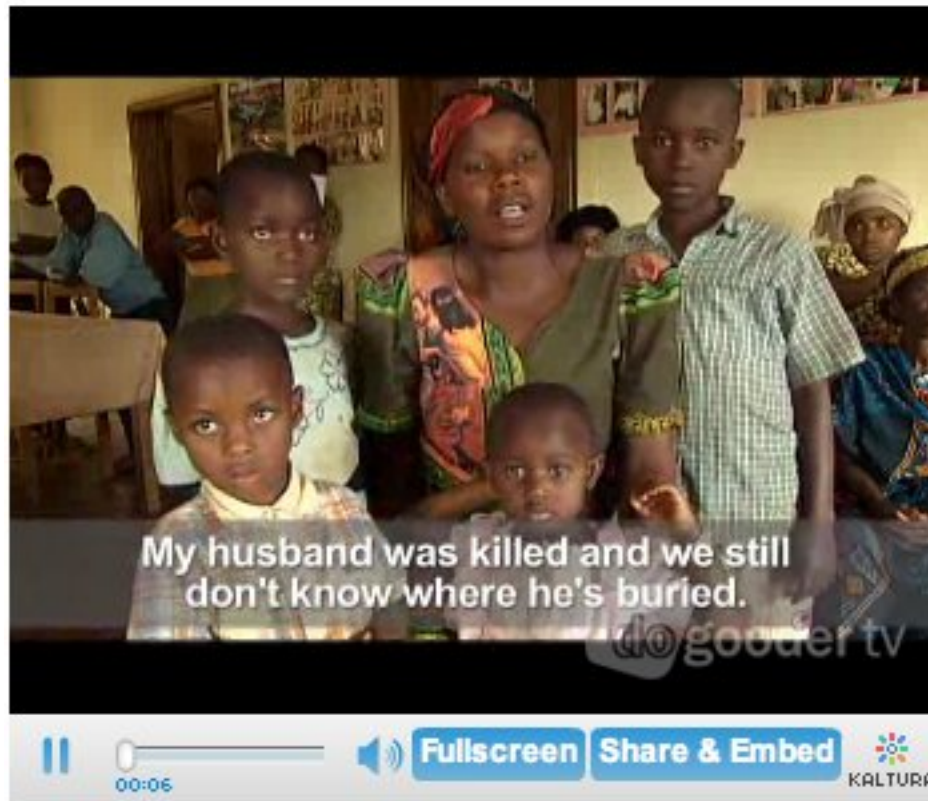
Executive Producer, See3 Communications

# Today's Plan

- Introductions
- Example: Refugees International
- Planning Your Video
- Shooting Basics
- Dissecting The Video
- Flipshare – Media Management & Editing
- Getting Your Video Online



# Refugees International



<http://bit.ly/fipwebinar>

## Key Planning Questions

- What are our goals?
- Who are we trying to reach?
- What message do we want to send?
- What is the story visually?
- How will we reach our audience?
- What action do we want them to take?
- How will we measure success?

## Production Checklist

- Production schedule, gear, and crew
- Script/shotlist
- Interview questions
- Gather pre-existing media
- Legal releases

## Types of Media Used

### Video

- Interviews
- B-Roll
- Photos
- Text and graphics

### Audio

- Interviews
- SOT or Sync Sound
- Music
- Narration

## Types of B-Roll

Type	Refugees Example
<ul style="list-style-type: none"><li>• Location</li></ul>	<ul style="list-style-type: none"><li>• Capital Hill exterior and interior</li></ul>
<ul style="list-style-type: none"><li>• Subject in action</li></ul>	<ul style="list-style-type: none"><li>• Field interactions, meeting in Capital Hill</li></ul>
<ul style="list-style-type: none"><li>• Coverage (items related to subject at the moment)</li></ul>	<ul style="list-style-type: none"><li>• People being talked about, dancing</li></ul>

## Best Practices

- Keep steady – always use a tripod if you can
- Keep close – within 4 ft of the subject
- Pan slowly and don't zoom
- Stay focused on the subject
- Shoot in well-lit areas
- Take control of the shoot

## Image Composition and Lighting



Medium close up (MCU)

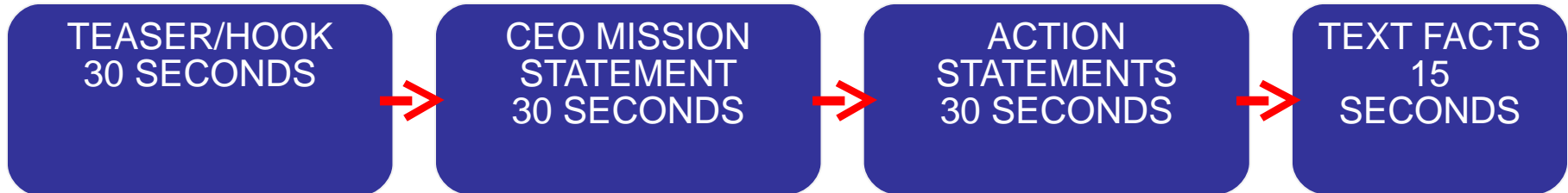


Close up shot (CU)

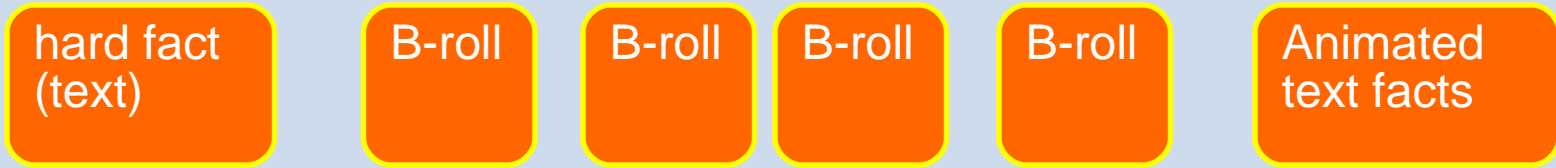
## Sound Rules

- Sound IS important so pay attention to it
- Be aware of your environment
  - Airplanes, buses, cars
  - Music, A/C or Fridge in the background
  - Crowd, people talking
- Get your mic/camcorder close to your subject

# DISSECTING THE VIDEO

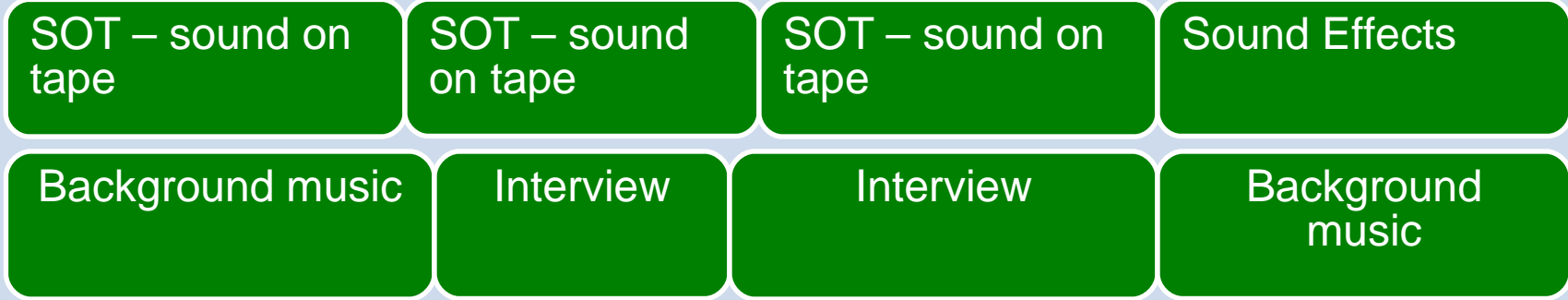


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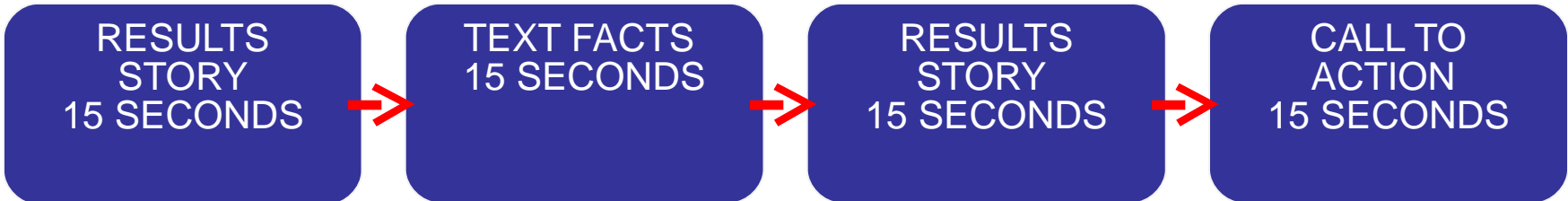


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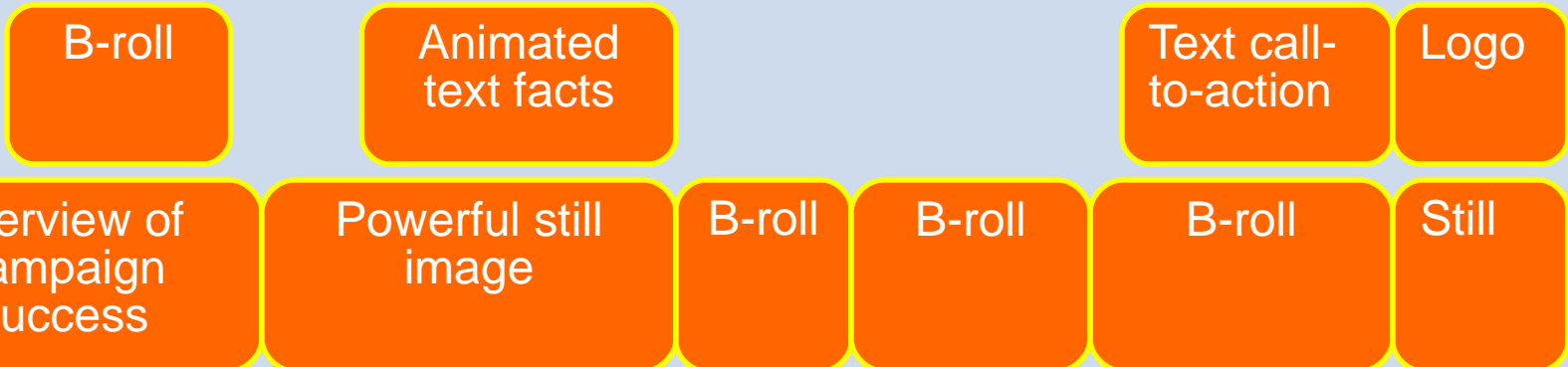
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# DISSECTING THE VIDEO

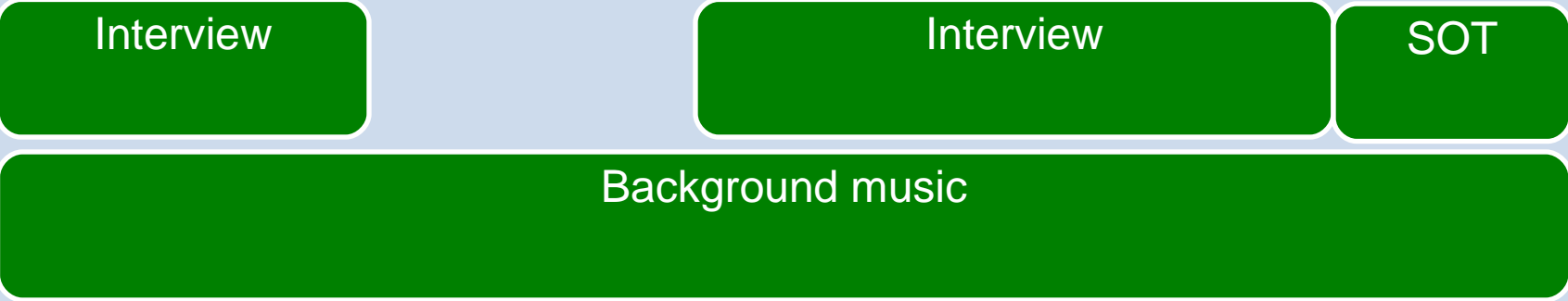


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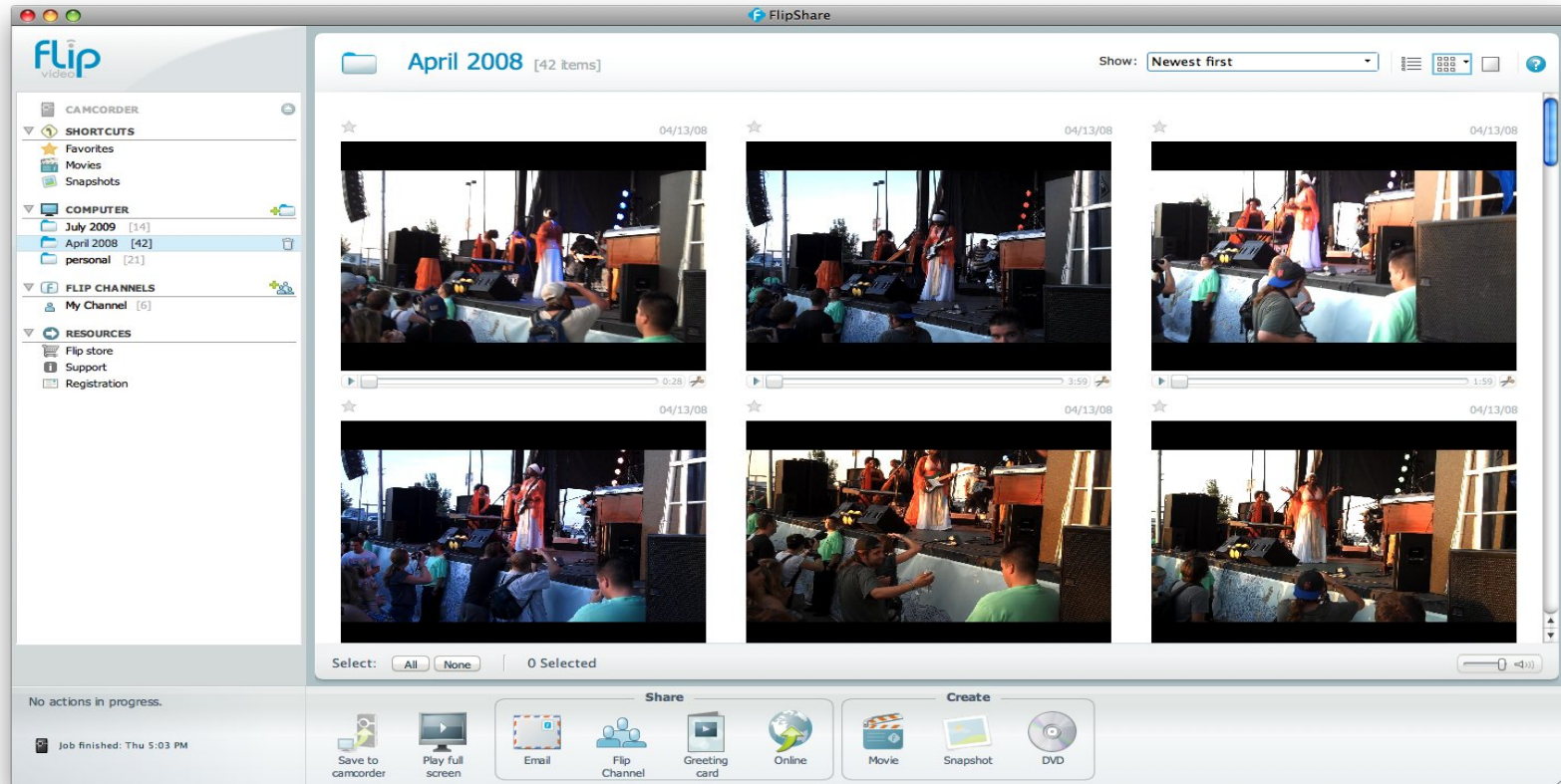


**flipshare™**

- View & organize videos
- Email videos
- Publish clips online
- Make magic movies with music
- Capture photos from videos

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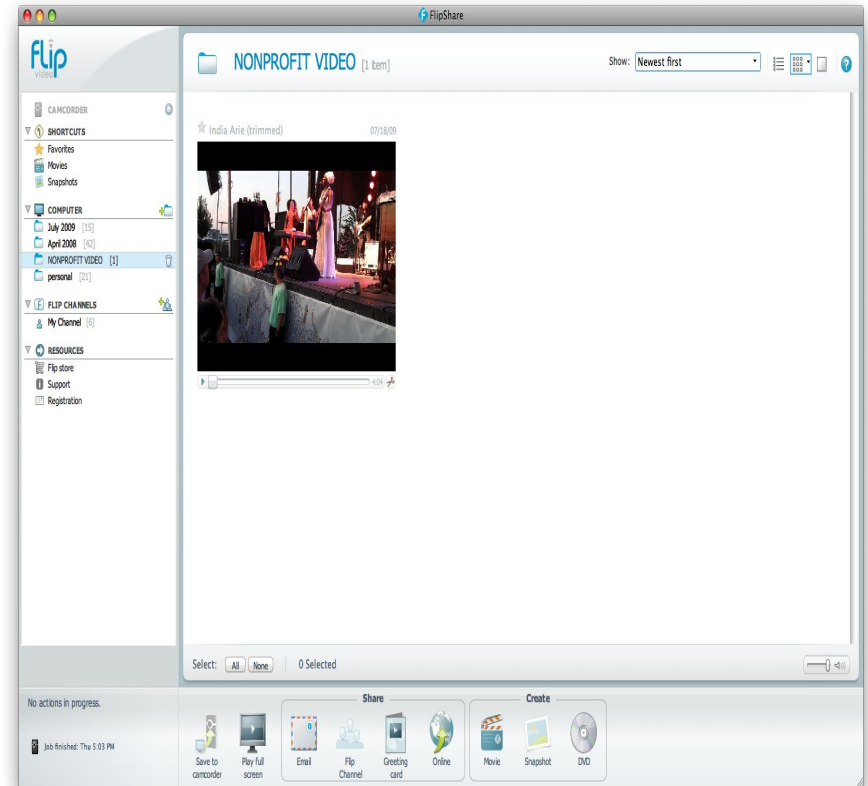
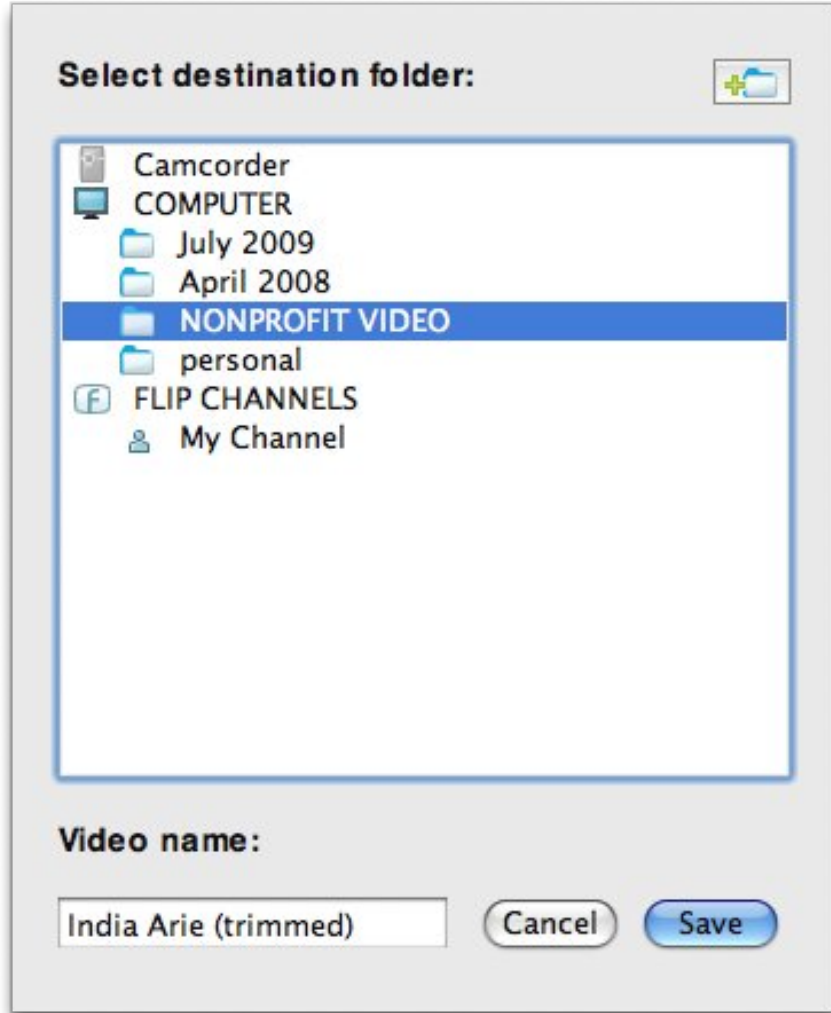
## Organizing Your Footage



# FLIPSHARE MEDIA MANAGEMENT

The screenshot displays the FlipShare media management application. The window title is "FlipShare". The main interface shows a video player with a performance by India Arie, dated 07/18/09. The left sidebar contains navigation menus: CAMCORDER, SHORTCUTS (Favorites, Movies, Snapshots), COMPUTER (July 2009 [14], April 2008 [42], personal [21]), FLIP CHANNELS (My Channel [6]), and RESOURCES (Flip store, Support, Registration). The bottom bar has "No actions in progress." and "Job finished: Thu 5:03 PM". The bottom right bar has "Share" (Save to camcorder, Play full screen, Email, Flip Channel, Greeting card, Online) and "Create" (Movie, Snapshot, DVD) options.

# FLIPSHARE MEDIA MANAGEMENT



# EDITING

FlipShare

July 2009 [14 items] Show: Newest first

★ India Arie 07/18/09

Trim

452

00:00-1 04:52-7

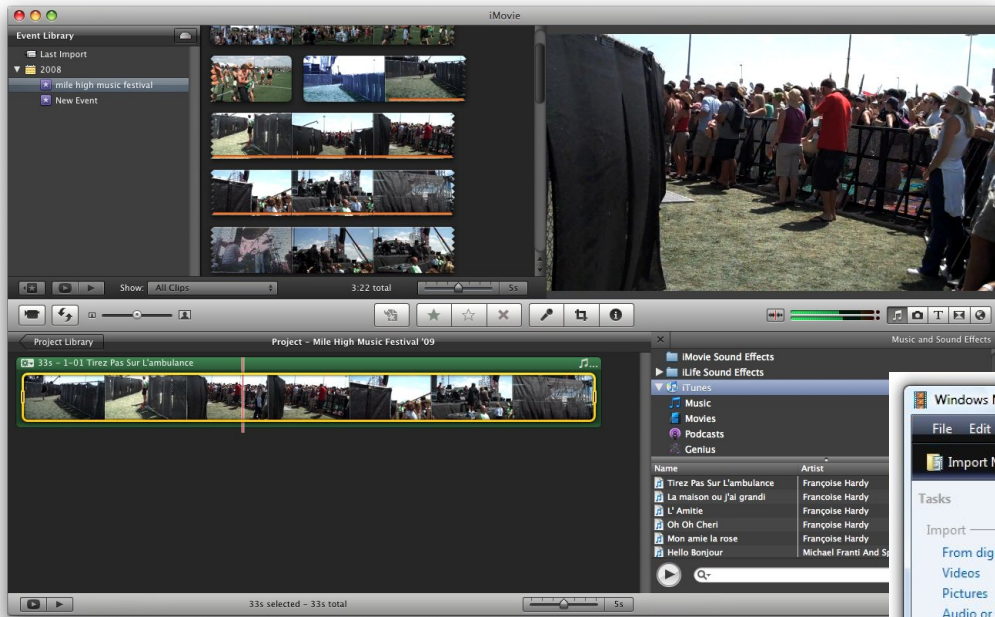
Close Save as... Save

No actions in progress.

Job finished: Thu 5:03 PM

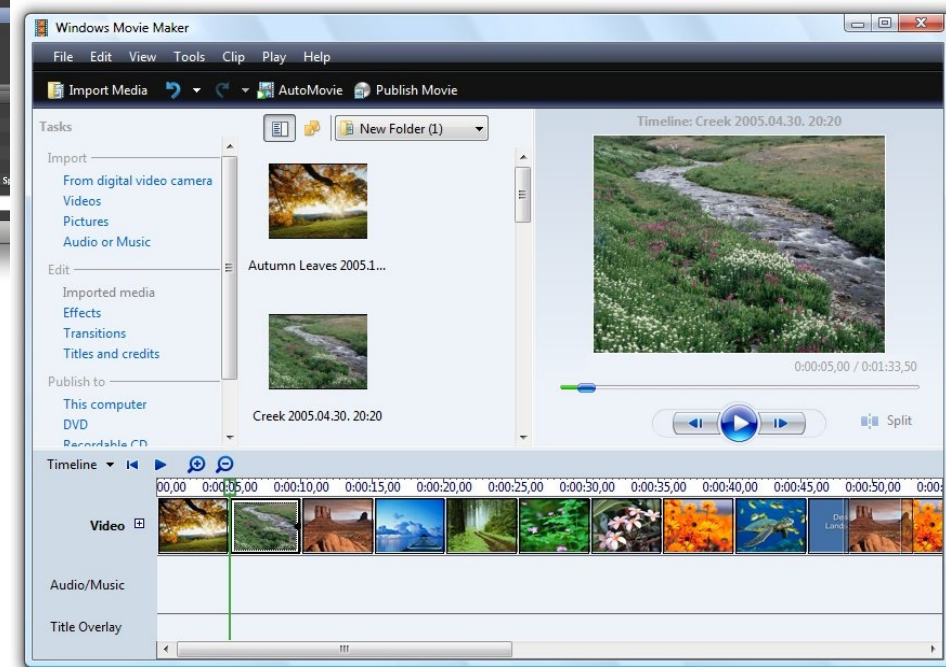
Share Create

Save to camcorder Play full screen Email Flip Channel Greeting card Online Movie Snapshot DVD

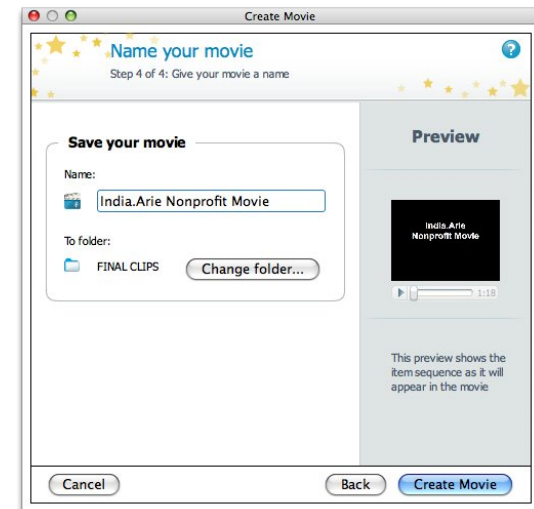
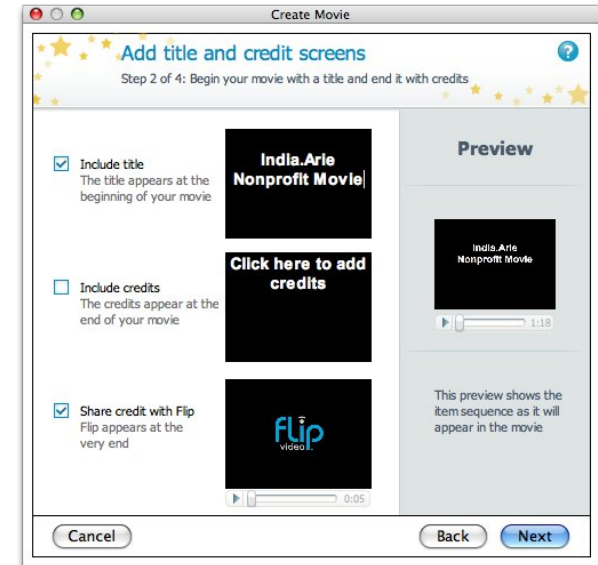
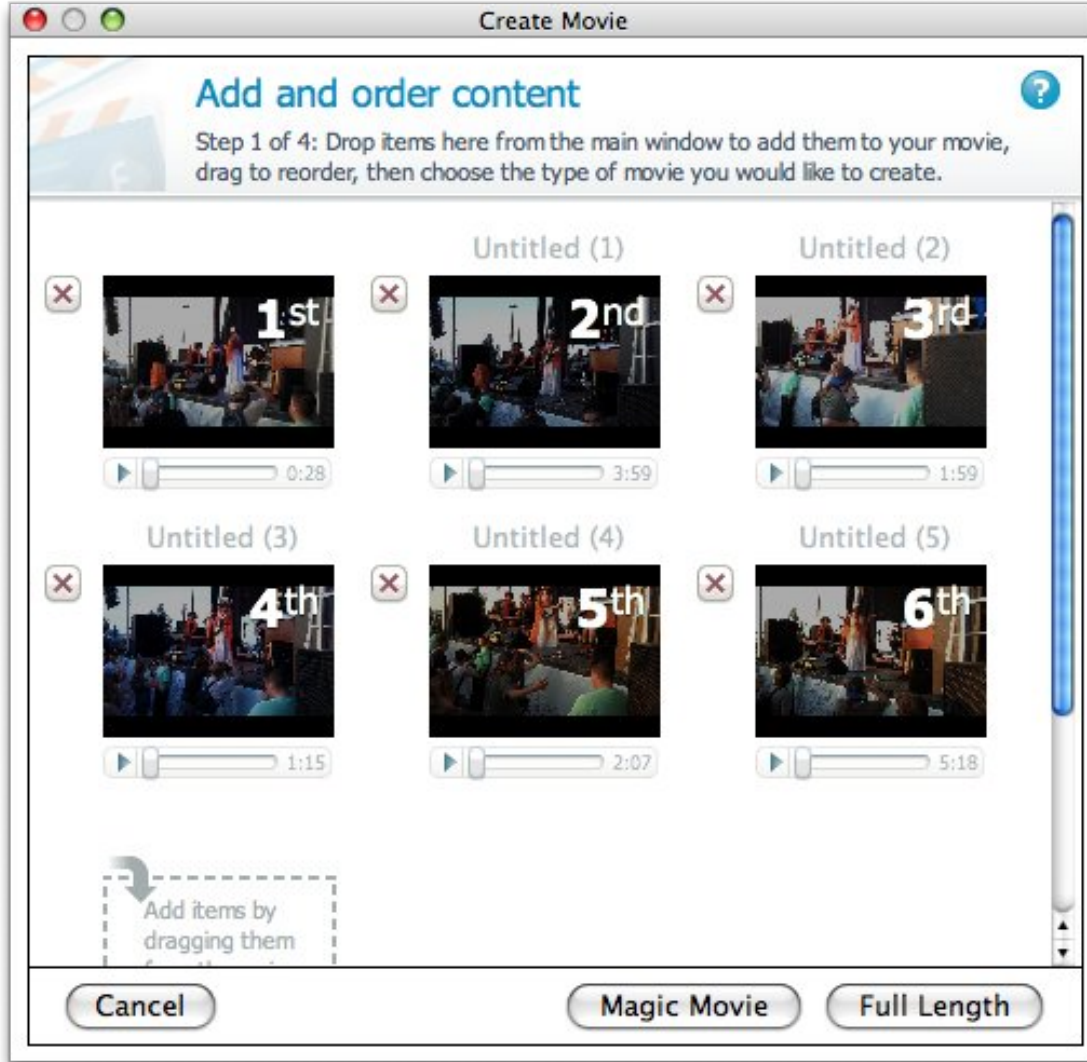


iMovie

Windows  
Movie Maker



# FLIPSHARE MEDIA MANAGEMENT & EDITING



# Editing Stages

# Editing Stages

# Shooting for the Web

- Imaging watching video on a 5-inch TV
- Fonts should be big and bold
- Color of font shouldn't be too similar to the background

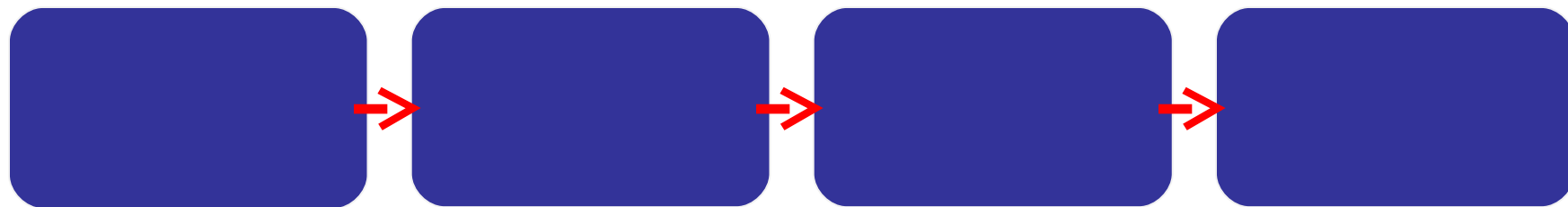
# Preparing for YouTube

- Upload limit of 2GB
- Exporting to YouTube settings might be built into your editing software
- Look for “export to web” or “share” options
- iMovie allows you to export directly to YouTube from the program
- For advanced users: export using H264 Quicktime codec at 640x360 for 16x9 and 480x360 for 4x3

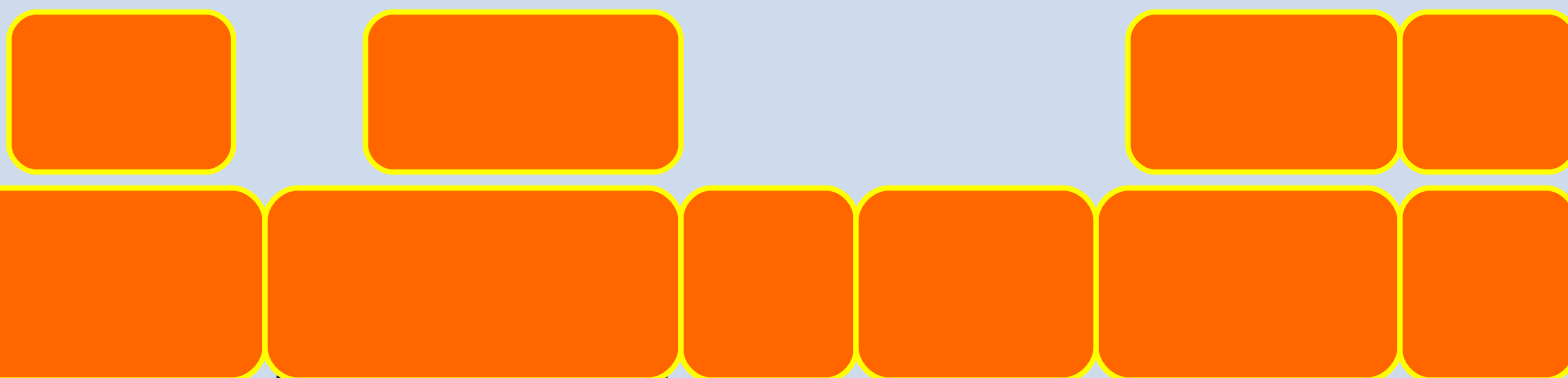
## Free or Cheap Resources

- [Lynda.com](http://Lynda.com) – Software tutorials
- [CreativeCow.net](http://CreativeCow.net) – Editing tech forum
- [MusicBakery.com](http://MusicBakery.com) – Royalty-free music
- [CreativeCommons.org](http://CreativeCommons.org) – Multimedia licensing
- [NewEgg.com](http://NewEgg.com) – Gear shop
- [Fotolia.com](http://Fotolia.com) – Stock images
- [See3.net/guide](http://See3.net/guide) or [See3.net/youtube-for-nonprofits](http://See3.net/youtube-for-nonprofits)

# RESOURCES

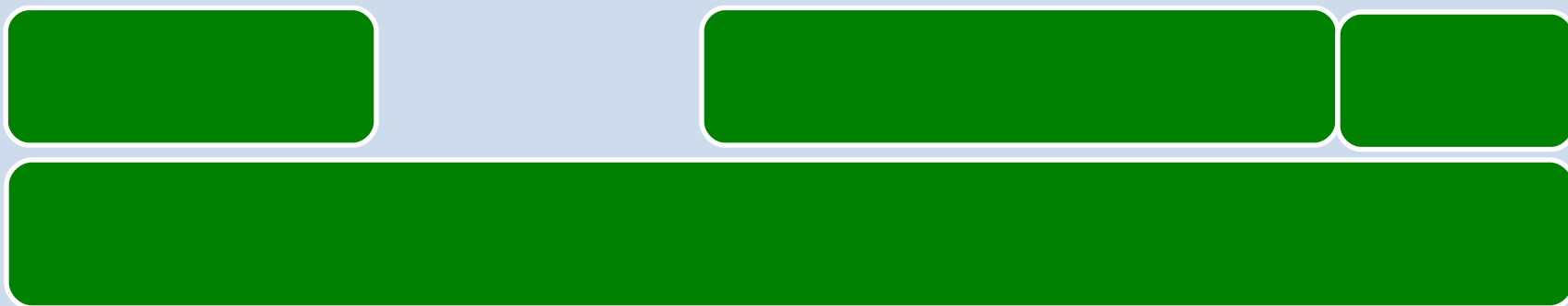


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