



Making a Video

A video is a form of communication. It can communicate the thoughts and creativity of one person or of a team of people. There are several steps to producing a video that communicates well with an audience.

Pre-production

Pre-production includes all the steps of planning your video.

1. Choose a topic or message to communicate through your video. This could relate to your 4-H project or be about another interest. Keep in mind that topics should be age-appropriate and in good taste. Advocacy of political or religious views is not recommended.
2. Choose the type of video.
 - **Promotional** videos promote or sell an idea, activity, or item. They include advertisements, public service announcements, or any kind of message that promotes something to the audience
 - **Documentary** videos document reality by telling a story about something real. They include oral histories, travel logs, and other documentary pieces
 - **Educational** videos teach. They include “how-to” or informational pieces.
 - **Performance** videos capture the feeling and essence of a performance as if you were there.
 - **Animation** videos capture sequences of small changes in inanimate objects such as drawings or clay models to make the object look like it is moving or changing.

Any single topic could be communicated through any of these video types. For instance, choose the broad topic of county fair. A promotional video about fair could persuade an audience to come visit the fair. A documentary could show a 4-H member through one day at the fair. An educational video might teach how to do herdsmanship at fair. A performance video might capture a showmanship competition or talent show. An animated video could use clay figures of “members” instead of actual people to show their activities during a day at the fair.

3. Plan your message. This may be the most important part of your work.

- Start a storyboard that shows the sequence of scenes or video shots you will take. Plan a mixture of long, medium, and close shots. Consider people or animals, settings, backgrounds, lighting, and camera angles. Consider how to transition from one scene to the next.
- Plan the sound that might accompany the video scenes. Will you capture the sound as you record video; will you use voice-over techniques; or will you add music? You may need to write a script or compose interview questions. Match the sounds to the sequences on the storyboard.

These steps can save you lots of time later and give you a much better final video. If you will be editing “in-camera” as you shoot, this planning is especially important so you have the needed title frames and filmed transitions in the correct sequence.

Production

Production is the actual filming of footage.

1. Become familiar with the camera and sound equipment available to use.
2. Capture the video clips and sound you have planned.
3. Keep in mind techniques for taking video with good visual appearance and capturing good sound.

Post production

Post production includes editing and organizing your video.

1. Edit as necessary to help make your message clear. An alternative to shooting the scenes in order is to use a computer software editing program. Become familiar with the software so you can download the clips from the camera to the computer, arrange them in the desired order on a timeline, shorten individual clips, make title screens, record voice-over sound, import sound, and save your final video.

Distribution

Distribution means sharing it with others.

1. Decide in what format you will save your video. Some formats will compress your video which lowers the quality.
2. Show it to your club, enter it in fair, post it to YouTube or send it to the public access television station.

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