

Media-Making Resources: Video

INTRODUCTION

The guidelines below will help you shoot video that's good enough to publish. There are lots of styles and ways to give your video a certain look or feel. The websites below have good suggestions to get you started on creating videos.

"Video Techniques" tutorial from Knight Digital Media Center (KDMC)

http://multimedia.journalism.berkeley.edu/tutorials/shooting_tips/

"Digital Media Production for Science Education: Video" online training module from KQED

<http://blogs.kqed.org/education/2013/06/04/pd-module-3-videos-for-science-education-self-paced/>

CAPTURING VIDEO

These tips will help you get the best possible video from a small video camera or mobile phone.

Lighting

Movie and photography industry professionals always say, "Lighting is everything." There's a reason for that. Most video and still cameras are designed to work best when there is a good light source. In most cases, the more light you have, the better. Make sure your subject is facing the light and not in front of it. This will help you avoid distracting shadows.

Steadiness

The "shaky-cam" effect can be used to create a certain mood, but it's rarely used in educational settings. It can make your audience uncomfortable and dizzy. To hold your camera steady, use a handheld tripod or monopod, or brace your elbow on a surface or against your body. Place the camera on a flat surface, if one's available. If you want to pan (sweep across a large area), do it slowly. Avoid using the digital zoom, as most don't work well.

Sound

The microphone is on the video camera, so the closer the camera is to the source of the sound, the better the sound will be. Pay attention to your surroundings. If you record video in a place that has a lot of background noise, your subject's voice may be drowned out. If you use an external microphone, make sure that the microphone is close to the subject and the subject speaks clearly.

Framing

Put your subject to one side or the other of the frame to keep the image visually interesting. Try to sit or stand close to the subject. Leave a little extra room above their head in the frame.

B-Roll

The simplest video is interviewing one person in one place. You can make a more elaborate video by editing various clips together with the footage of the person being interviewed. When shooting B-roll (extra video), capture the surroundings and images related to your story—where you are, the subject the person is talking about, other things in the area or other relevant people. Think about the audio, too. Capture video that matches what you hear.

SAMPLE VIDEOS

Reporter's Notes: "Medicine from the Ocean Floor"

Simple video explains a machine in action using one scene and one speaker.

<http://www.kqed.org/quest/blog/2009/03/20/reporters-notes-medicine-from-the-ocean-floor/>

Science on the SPOT: "Science of Fog"

Produced video explains how fog works in the Bay Area using multiple locations and speakers.

<http://www.kqed.org/quest/television/science-on-the-spot-science-of-fog>

ABOUT THE TOOLKIT

This resource is a component of the Media-Making Toolkit for Science Education, developed by KQED Education. The Toolkit includes instructions, worksheets and rubrics to assist educators in implementing media-making projects with students.

For a complete listing of the resources in KQED's Media-Making Toolkit, please visit www.kqed.org/education.