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1. Why video?

Video is one of the most powerful communication tools available. With it, you can share ideas, spread information or tell a story. Video becomes a challenge, however, because it also needs to hold the attention of those who are watching it. Because of this, making quality videos is just as important as making them at all.

With this how-to guide, you will be able to make quality chapter videos that can help you introduce ASDA, recap your events, motivate your members and much more.

Additional Resource:
Mouthing Off: A video is worth a thousand pictures
http://www.asdablog.com/a-video-is-worth-a-thousand-pictures/

2. Video Formats

Live Action

Live action videos are filmed with a camera (as opposed to a slideshow which has pictures and text set to music or audio). They can be of an interview, an event or anything else. This is the most powerful type of video because the live action shots help the viewer feel like they’re in the action or talking to the subject in person.

Example:
Make ASDA Part of Your Dental School Experience
https://www.youtube.com/watch?v=XFHzCnabjx8

Slideshow/Prezi

Slideshow videos are usually pictures or text in a slideshow and are sometimes put to music or audio. They are primarily informative but can also recap an event or used as a how-to guide. These kinds of videos can be made without a video camera and can be assembled in either PowerPoint or on Prezi.

Example:
Introducing: Colorado ASDA’s Complete Website Suite
https://www.youtube.com/watch?v=oE-tNqKfhkU
3. Video Types

There are many different video types that you can use for your chapter. Among them are interviews, event recap, informational, music video parody, promotional, etc. Each one has its own purpose, format and feel.

**Interview**

Interviews are a great way to share information straight from the source. You can either do a traditional interview, where both the interviewer and interviewee are featured on screen, or you can only have the interviewee answering questions. You can choose to have the questions included in the audio, display them as text on the screen or edit the responses in such a way that the questions are understood.

**Examples:**
- ASDA: The Road to Leadership
  https://www.youtube.com/watch?v=7byK94bsZZA
- Be a Part of Something Bigger
  https://www.youtube.com/watch?v=hcdJct-JsXU

**Additional Resource:**
- Mouthing Off: How to film a high-quality video interview
  http://www.asdablog.com/how-to-film-a-high-quality-video-interview/

**Recap**

Event recaps are a great way to get people excited about activities in the future. They should include footage or pictures from the actual event and possibly interviews with your presenters or satisfied attendees.

**Example:**
- ADA and ASDA Lobby Day 2018
  https://www.youtube.com/watch?v=gil5X9Idf_c
- ASDA Annual Session 2016
  https://www.youtube.com/watch?v=Bi5vquNy3Xc
**Informational**

**Informative:** Spreading information through videos is one of the most effective ways to do it. Informative videos are best when they include bullet points or lists that are explained in the video; this helps viewers know what is most important and what they should be getting out of the video.

**Example:**
- Need to Know: Licensure
  https://www.youtube.com/watch?v=iEgEHc_HuFk

**How-to:** How-to videos are great for lab projects or anything in clinic so that you can fill in the gaps that are missing in written instructions. It also helps when people can visualize what to do before they have to do it themselves.

**Informal**

**Music video/parody:** Music videos or dental parody videos are some of the most watched, but some of the more difficult to create. They can bring attention to your chapter from not just your own members, but also the local community and the national ASDA community.

**Examples:**
- Harvard Medical School: What does the Spleen Do?
  https://www.youtube.com/watch?v=aEi_4Cyx4Uw
- Marquette ASDA: Shake it off
  https://www.youtube.com/watch?v=JesyktMT-Dk
- LSU Preppin’ Caries
  https://www.youtube.com/watch?t=43&v=yU9pyFAdMps

**Promotional:** Promotional videos can work wonders in announcing your events and increasing attendance. They give viewers an idea of what to look forward to. They can include footage from a previous year’s events or introduce a first-time event idea.

**Examples:**
- Colorado ASDA’s Summer Pre-Dental Academy
  https://www.youtube.com/watch?v=Co9HJwQtVtU
4. Filming Basics

Filming is the foundation of any video. If it is done well, both the editing process and the resulting video will be better. And remember, the more you plan out your filming sessions, the easier everything else will be.

Composition and Framing

Composition is the placement and arrangement of everything that is visible in a shot. In the world of film, nothing exists outside of your shot—if you can’t see it, it isn’t there. You have to be able to work this to your advantage. Keep things that you don’t want in your shot out, but be sure to include things that you want to be seen in. It is also important to keep the frame balanced. A great principle to keep in mind is the “rule of thirds.” The rule of thirds allow you to balance your frame, keep it interesting and direct your viewer’s eyes to the focal point of your shot.

The rule of thirds means dividing the frame into thirds, both vertically and horizontally and then keeping elements of the frame to one of those thirds (see example below). Notice that the horizon is along the lower third and the sun is where the lower third and the right third of the frame meet. This is a proper use of the rule of thirds.
Another important element to composition is shot framing, specifically, choosing what gets included in the shot. This is depicted in the chart below:

Using these shots creatively can bring your videos to another level. It can show the viewer elements that they otherwise would only be able to imagine and brings an amount of detail that no other medium can.

These shots are especially helpful when planning your filming session and in making your storyboard.

**Storyboards**

Storyboards are crucial in video production. Properly planning out your video shot-for-shot can save you hours of time shooting and a lot of frustration while editing.

The key to making storyboards is to be as detailed as possible. Include the type of shot, what will be included and what will be taking place, what audio will be played over the top of the clip, and how long it will be (see example on p. 8).
To see this sample storyboard side-by-side with its finished video, visit https://youtu.be/MX8yhbUk10w.
Lighting

Lighting is another important element to a quality video. A simple three-light setup will greatly improve the value of the picture in your video. For a three-light setup, place two lights at the same level as the camera on both sides of your subject and out of the frame. Place the last light behind the subject directed at the background and focused directly behind their head (see diagram below).

If you don’t have a lighting set-up and are shooting in natural light, it’s important to keep the light in front of your subject, not behind them. You should take notice of any shadows that might obscure all or part of your subject, as these will affect the quality of your final product.

5. Cameras

Any camera can work for a chapter video as long as you use it correctly. If you apply the principles above (framing, composition, lighting, etc.), your video will look great once it’s edited—even if it is shot from an iPhone. One thing to keep in mind when shooting from an iPhone is to make sure that the video is being shot with the iPhone on its side, in landscape mode.

Additional resource:

http://www.shutterstock.com/blog/how-to-choose-the-right-camera-for-your-video-production
6. Audio/music

Audio is one of the most important features of a video, yet it is the most overlooked. A strong gust of wind or an echo in your audio will ruin a video. You can prevent that by getting either a boom or a lapel microphone. Do everything you can to increase the quality of your audio. Even an inexpensive microphone will make a world of difference.

Music is also something that should be considered closely. The right music can really light up your video. It can play into emotions and even help you edit the video along with it. The wrong music can make your video feel awkward and even ruin it entirely. Consider tone, tempo and the feelings it evokes.

Music isn’t free, and you should be aware of licensing and copyright. Royalty-free tracks let you use a clip once without paying extra regardless of how many times the video is viewed. Learn more about copyright and licensing at ReelSEO. A good place to start searching for free or royalty-free music and audio is in YouTube’s sound library or at Creative Commons.

7. Editing programs

Programs are all about preference, usability and price point. Some of the more advanced and pricey programs are found in the Adobe Creative Suite, such as After Effects (graphics and special effects) and Premier Pro (video editing). Some of the cheaper options are iMovie or Final Cut Pro, which are very user-friendly.

One of the best audio programs that you can get is actually free! It is called Audacity. On this program, you can record audio, edit it, enhance it and get rid of background noise. From there, you can export it in any format you need. There are also other programs, such as GarageBand, that work as well.

Additional resource:
Mouthing Off: Five video accessories less than $100
http://www.asdablog.com/5-video-accessories-less-than-100/

8. Avoiding Pitfalls

One of the biggest mistakes that people make when filming a video is to not plan ahead. Do not start shooting until you have a clear vision, purpose and storyboard for your video. You should also prepare your on-camera talent; share interview questions with them or walk through what will be discussed, but make sure they don’t fully script their responses or read from a cue card. This will be obvious to the viewer and could detract from the message of your video.

Another common pitfall is expecting the equipment to make the video for you. Some people think that it’s the equipment that makes a quality video and that if they spend the money, their videos will suddenly get better. This could not be more untrue. It is the principles outlined in this guide that will increase the quality of your videos. Once you have mastered those, the equipment can take you from novice to expert.

The last pitfall is underestimating the time and effort it takes to make a quality chapter video. If you are more experienced, you might be able to make a video in one afternoon, but that is the exception and not the rule. For
a 30-45 second promotional video (depending on how many shots, graphics and locations you use), it can take up to a week of filming and 3-5 hours of editing or more. Make sure to give yourself plenty of time to complete your video project.