"Telling Your Library’s Story Via Video – Tips on How"

Find additional tips, handouts and slides at: [www.intellicraftresearch.com/bonus-CILDC17](http://www.intellicraftresearch.com/bonus-CILDC17)

**Good Video vs. Bad Video**
- Good videos tell a story w/ beginning, middle, end – even if it’s a 15 second story
- Good video = good audio. You can – and will – be forgiven for not great lighting, not great editing, but NOT if your audio sucks.
- Good video = you have a plan, an outline and even a mini ‘script’ before you shoot
- Good video = one distinct purpose per video; 1 story, 1 focus, 1 video

**Film School Basics – or How to Shoot Simple Video That Won’t Suck**
- Be clear and concise; Have a point or purpose for every video
- Think in shots + scenes; and shoot ‘for the edit’ – with the end in mind.
- Audio matters – a LOT. Add an external mic to camera or smartphone.
- Rule of Thirds – applies to video just like photography
- Keep it steady (tripods always). Keep it well lit. Don’t have a busy, distracting background.
- Cut everything shorter than you think
- Try to reset, recapture attention every 8-10 seconds via: reframing, cuts, add in b-roll, zoom in, add text

**How to Make It All Look Nice**

*Rule of Thirds – photographer tricks/rules apply to video* Divide up your screen/shot into thirds and aim to put the important part of the scene, the focus on those cross lines. It’s a more visually appealing and interesting shot/scene if your subject is NOT smack in the middle.

Focus and the magic of “Bokeh”: Small f-stop number = very wide open, lots of light, less depth of focus = soft, pretty, blurry background. [e.g. 50mm lens at F 1.8, f2.8]

*Even, Flat (no harsh shadows) Lighting is Ideal*

*Use the Gear You’ve Got – aka ‘smartphones are fine ... if you add a mic’*

*Practice, Practice, Practice – will make every video easier to create and look better.*

*Fave Tools:* [web-based tools for video creation or editing – Audacity, Animoto, Biteable, Snagit, WeVideo](#)

**Bonus** – email me and I’ll send you more handouts and tips on how to simply create effective videos for your library: jburke@intellicraftresearch.com