



# How to make a video on a shoe-string

Film making does not have to be daunting or expensive. Find out how to document your event so that we can include your clip on our social media channels!

## What makes a good video?

You tell us! To find your style, have a [look](#) at what is already out there and gather ideas. But for a short snappy record of what you have been getting up to, we suggest the finished product should be:

- **Short:** 1- 2.5 mins or viewers will lose interest
- **Concise:** does it convey your message?
- **Stimulating:** variation of shots/content/music to create a sensory delight!
- **Legal:** includes permission & credits where necessary

## A 5- step crash course

### 1. Imagine it: the 5 ws

The following questions can be useful for the preparation stage:

- **Where/what/who/when** do you want to film? Consider what shots you will take
- **Why?** What is your overall message?
- **What** will the finished product look/sound/feel like?

### 2. Prepare it

To ensure smooth running on the day:

- **Venue/people:** Get permission in writing and tell them which shots you hope to take.
- **Equipment:** You will need a camera, microphone and tripod. Most phones contain a camera. If you have a budget try the following low cost options: Camera- [Kodak Zi8/playtouch](#) (c.£80-£180); lapel microphone- [audio-technica mic ATR3350](#) (c.£20); tripod-[Hama Star 63](#) (c.£17).
- **Team:** For less work and more fun, get others involved. Make sure each person knows their responsibilities for the day.
- **Interviews:** If you want to interview people, get in contact with them beforehand. Send them a list of questions (with their permission form). Use 'how' and 'describe' to avoid one word answers. Send a script if you wish to use them for voice-over.
- **Practice...** makes perfect.

### 3. Film it

#### To ensure quality of footage, consider:

- **Interviews:** Find a quiet place with a plain backdrop, away from direct light source. Position your interviewee so that they are at eye-level with the camera. You will have already prepped them with your questions. Put them at ease further by having a chat with them whilst filming to get them used to speaking on camera. Stand to one side of the camera and ask them to look at you instead of the lens. Do not be afraid of stopping mid interview and asking them to repeat sections. You can edit it later. Avoid making sounds of agreement, you can't edit these out!
- **Variety of shots:** Now get creative with views, close ups, people shots: the more diverse the better! But remember, the more you film, the more work you create for yourself later; keep to the point.

### 4. Cut it

#### The work begins - be ruthless!

- **Free editing software:** [Lightworks](#) or [Videopad](#); Apple Mac-iMovie/Final Cut Pro; Windows- Windows-Media Maker. All packages will take you through how to upload your footage and get the best from their software.
- **Free music:** remember [copyright laws](#)! Try free sites, e.g. <http://freesound.org> or <http://freemusicarchive.org/> . Alternatively, compose it yourself.

### 5. Share it

#### Get it seen by exporting it and uploading it on to the following channels:

- **Our facebook page:** <https://www.facebook.com/heritageopendays>
- **You tube:** <http://www.youtube.com/> and tweet the link to @heritageopenday
- **Vimeo:** <https://vimeo.com/>
- **Blog:** upload into you-tube first and then embed URL in blog

Most importantly...

... get stuck in!

Video-making is best learnt by doing.