Video Production Handbook
For Short Educational Videos

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Short educational videos are an alternative educational tool which can be viewed online or at workshops and trainings, to reach diverse audiences. The popularity of YouTube and other social media, in addition to user desire for concise information, leads more and more people (in Extension throughout the country) to turn to video production.

The purpose of this handbook is to guide you through the video production process and provide you with specific examples to help you succeed in producing your own short educational video.

The Basics
The basic equipment needed for any video production is a camera, microphone, tripod, extra batteries, and SD chip (greater than 8 gb), editing software and on-air ‘talent’. Additional equipment might include supplemental microphones or other audio recording devices, and lighting. You should also consider auxiliary hard drives or additional computer memory because video files can take up a lot of space. Your budget and video idea will determine what type of camera and equipment you’ll need.

Our current recommendations:

Kodak Zi10 camera: $109.95
http://www.bhphotovideo.com/c/product/726159-REG/Kodak_1423938_PlayTouch_Video_Camera_Blue.html

ObenTT-200 Table Top Tripod $62.95
www.bhphotovideo.com/c/product/687343-REG/Oben_TT_300_TT_300_Table_Top_Tripod.html
This is a small tripod, you may want to purchase something a bit larger, but a tripod is a must when shooting video, especially with the small Kodak camera.

lavaliere (clip on) microphone $25.95
www.bhphotovideo.com/c/product/664437-REG/
Audio_Technica_ATR3350_ATR3350_Omnidirectional_Condenser_Lavalier.html
Editing Software
Editing software is necessary to create a final video. The editing software you choose may depend on your video idea and your computer capabilities. Remember to consider the minimum system requirements needed for each program to run properly. With most programs, there is a learning curve, but many are very learnable and user friendly. You can edit video and audio, add text and titles, insert pictures or images, create a final rendered file that you will load to a website or YouTube, or burn to a DVD.

For our instructional webinars, we are using Premiere Elements. The Kodak z10 comes with editing software for use only in-camera, which cannot be downloaded to a computer. Other software that can be used may be Adobe Premiere Pro, Windows MovieMaker and iMovie, depending on your operating system.

While we have opted to show Premiere Elements, that principles of editing are the same regardless of what software you choose.

Part of developing the script is deciding what type of video you want to create. Will it be video and photographs with voice-over narration, an interview, someone speaking to an audience, or a combination? Be creative and consider what your resources are for the talent, expertise, and subject matter.

CSU Extension fact sheets offer a bounty of peer-reviewed information that can be adapted for video production. Videos streamed online should be no longer than two to three minutes. This short length will force you to focus your idea. It may be helpful to discuss ideas with others to fine tune an idea and decide what points you’d like to make in the video. For example, the small acreage coordinator first came up with the idea of pasture management, which is very broad. Next, she talked with others and developed a script which introduces five strategies of pasture management.

As a guideline, a three-minute script written in 12 point font will be less than one page long. Read the script out loud to time the length; once you do that you’ll know how to better rework the material and/or cut, for the spoken word. Remember to pause between thoughts, and leave five seconds at the beginning for a title, and 10 seconds at the end for the credits. Also leave time to include a short narrative or text at the end which directs viewers to additional sources of information.
Working with a Reviewer
If you start with one of the fact sheets, you should further develop the ‘broadcast’ script with a reviewer. Contact someone who has credible and expert knowledge to review your script. The preliminary review will ensure that you are presenting accurate information to the public. Contact your reviewer in the beginning stages of your video so changes can easily be made. The reviewer’s name should be listed in the credits.

Interviews
You may decide that you want to conduct an interview. For interviews, develop a list of questions you plan to ask an interviewee. Be sure to provide the questions to the interviewee in advance so they can prepare their answers. Avoid questions that could be answered ‘yes’ or ‘no’.

Final Script
Be sure to give the final script to your ‘talent’ or ‘on-air personality’ as soon as possible so they have time to become familiar with it before the video shoot. The day of shooting will be much easier and less time consuming if the talent is able to recite the script with ease.

Narration
If you decide to use either voice-over narration or supplemental narration, you’ll need to make decisions about sound quality compatibility. We recommend that if you are using field talent for portions, with sound recorded on the video camera, your supplemental narrator (either the same person or a different person) should also be recorded using the camera audio recording capabilities, and edit in Premiere Elements. If you choose to have a voice-over visuals narration, you can use a mp3 recorder and then edit using Audacity. Whichever route you choose, you’ll need to use the lavaliere (clip-on) microphone rather than relying on the built in microphone for either the camera or mp3 player.

Alternating between a male and female voice for narration can add interest to the piece, as long as it is not overdone.
As you work on the script you will begin to visualize it. A **storyboard** is a series of rough sketches outlining the scene sequence or actions to be shot on video. The storyboard is imperative to help you visualize your script. A blank storyboard sheet is provided on page 7.

Imagining what will visually portray your script will help you come up with a list of shots. A **shot list** is simply a list of shots you want to remember to take when you are filming. The storyboard and shot list will direct you and your team during the video shoot. They will help you consider shot angles, types of shots (establishing shot, close-ups, etc), and how you will begin and end the video (i.e. walk in, walk out).

**B-roll** is the secondary footage that adds meaning to a sequence and disguises the elimination of unwanted content. In the example storyboard below, the B-roll shots are the ingredients, the hands making the sandwich, and the mouth taking a bite.

Make a list of B-roll shots and **plan on taking more shots than you think you will need**. The more shots you have to choose from, the easier it will be during editing.

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**Figure 1** Example story board with shots listed

**Types of shots**
- **ES**= Establishing Shot
- **LS**= Long Shot
- **MCU**= Medium Close Up
- **CU**= Close Up
Quick Facts...

Growing your own salad greens can provide a source of fresh, flavorful leafy vegetables with the added benefit of being able to try interesting varieties.

Salad greens are nutrient rich, generally easy to grow, and may be used in a variety of ways.

Following these practical tips can help you enjoy a supply of fresh home-grown salad greens.

Benefits of Salad Bowl Gardening

Growing your own salad greens gives you the chance to have fresh, flavorful leafy vegetables and an opportunity to try some of the interesting varieties that are available. Often, the most colorful greens are higher in nutrients.

You will be able to harvest your first crop in just a few short weeks, using the small tender leaves that are often not available to buy. These micro-greens are the mix of choice for gourmet salads. Leafy greens also make a flavorful addition to sandwiches or wraps.

One of the joys of salad gardening is being able to plant once but harvest multiple times. Leafy vegetables can often be cut down almost to ground level and will re-grow additional leaves for your next harvest. You should be able to enjoy three or more harvests from each planting.

Salad mixes can be planted much closer together than other vegetables since they will not be maturing into full-sized plants. To have a season-long supply of greens, you may want to stagger your plantings to maintain a continuous supply of harvestable leafy greens – providing a salad source from early spring until fall.

Salad bowl gardening doesn’t require much effort or space – a deep tray, a few clay pots, or a 3-by-3 foot plot of ground in a sunny location can supply a bunch of salad greens. Growing in containers can help reduce problems with insects, soilborne diseases and poor soil conditions. Plus, your portable garden can be moved in order to catch more sun or shade as needed or to avoid extreme weather conditions.

Leafy greens are ideal for the cool temperatures and short seasons of Colorado because they can be eaten at any stage of maturity and grown in portable containers.

How to Grow a Salad Bowl Garden

**Container.** A tray, pot, or window box that is at least 18 inches across and 6 to 12 inches deep is a good choice. Deeper pots allow more room for roots and keep the soil from drying out as quickly.

The container can be made of clay, plastic or wood, but needs to have
drainage holes in the bottom – you may want to use a self-watering container or position one tray inside another to prevent leaks. Fill the container with a good quality potting mixture; some mixes are formulated to retain moisture that can be beneficial in Colorado’s dry climate. If containers are placed outside, plants and soil will be subject to more water loss and will need a larger reservoir of soil moisture. Over time, mineral deposits and other debris can accumulate on the container and may harbor disease organisms and cause problems for plants.

To disinfect plant containers, use a stiff brush to remove soil and mineral deposits, soak in a solution of one part household bleach to nine parts water for at least 10 minutes, and rinse well with water.

**Seeds.** Greens grow quickly so they can start from seeds rather than transplants. In addition to being more economical, growing from seeds offers the opportunity to choose from the wide variety of different types of leafy greens. Some of the choices available for salad mixes are lettuce, mustard greens, arugula, cress, mizuna, chervil, endive, mache, Chinese cabbage, tatsoi, escarole, garden cress, kale, and Swiss chard.

Often several brightly colored varieties come as a mix in one packet. “Mesclun” means mix and usually includes arugula, lettuce, endive and chervil. Many salad mixes include greens, like arugula, that have a tangy taste and add unique flavor. Red and dark green types generally are higher in nutrients and antioxidants. Some varieties are identified as heat tolerant and these may be good choices for container gardening.

**Care.** Before planting, thoroughly moisten the potting mix but not to the point of soaking wet. It’s a good idea to do this a few hours before planting. Water gently after planting, keeping the soil surface moist until plants emerge. Five or six hours of sun a day is recommended but many types of salad greens can get by with less and can even be grown in partial sunlight or shade. During the hottest part of the day, lettuce will need to have some shade. Remember leafy greens are cool season crops and prefer temperatures below 85°F; in fact many leafy greens are cold hardy and can survive light frosts.

**Planting.** The seeds can be sown densely with about ½ inch between seeds. Scatter them onto your freshly prepared soil and sprinkle with a ¼ inch of potting soil. Keep the soil uniformly moist but not soggy. After germination assess soil moisture by looking at the color and contraction of the potting mix from the sides of the container. As it dries it will look lighter and pull away from the sides of the container. Another method for assessing moisture is to feel the weight of the container when it is wet. As it dries, it will feel lighter. If you are going to be away for a few days, ask a friend to water daily because drying out can cause major setbacks to young plants.

**Feeding.** Apply small amounts of fertilizer (half-strength) when the plants are 4 to 6 inches tall and every two weeks after that. Start a regular fertilization program, follow the directions on the package. For the best results, maintain a regular watering and fertilizing schedule.

**Harvesting.** You can start harvesting after only a few weeks. Just cut what you need and leave the other plants to grow, prolonging your harvest. You can start thinning as soon as the plants are a few inches tall – the remaining plants will fill in the empty spaces. Use a pair of scissors or shears to cut the plants after they reach a height of four to six inches, leaving behind about an inch of stubble to resume growth. Lettuce can be picked leaf by leaf almost from the time the first one emerges. If the lettuce starts to “bolt” (sends up a stalk and goes to seed) the leaves tend to be bitter. Remove any plants that start to bolt to enjoy the best flavors that your garden can provide.

**Storage and Preparation.** Always refrigerate salad greens at 35°F to 40°F and wash thoroughly under running water right before using.
Benefits of Salad Bowl Gardening

One of the joys of salad gardening is being able to plant once but harvest multiple times. Salad mixes can be planted much closer together than other vegetables since they will not be maturing into full-sized plants. To have a season-long supply of greens, you'll want to stagger plantings to maintain a continuous supply of harvestable leafy greens – providing a salad source from shortly after you plant.

Leafy vegetables can often be cut down almost to ground level and will re-grow additional leaves for your next harvest. You should be able to enjoy three or more
harvests from each planting. Growing your own salad greens gives you the chance to have fresh, flavorful leafy vegetables and an opportunity to try some of the interesting varieties. Often, the most colorful greens are higher in nutrients.

You will be able to harvest your first crop in just a few short weeks, using the small tender leaves that are often not available to buy. These micro-greens are the mix of choice for gourmet salads. Leafy greens also make a flavorful addition to sandwiches or wraps.

Salad bowl gardening doesn’t require much effort or space – a deep tray, a few clay
pots, or a 3-by-3 foot plot of ground in a sunny location can supply a bunch of salad greens. Growing in containers can help reduce problems with insects, soilborne diseases and poor soil conditions. Plus, your portable garden can be moved in order to catch more sun or shade as needed or to avoid extreme weather conditions.

Leafy greens are ideal for the cool temperatures and short seasons of Colorado because they can be eaten at any stage of maturity and grown in portable containers.
How to Grow a Salad Bowl Garden (text fades in over close/up background of greens, fades out)

**Container.** A tray, pot, or window box that is at least 18 inches across and 6 to 12 inches deep is a good choice. Deeper pots allow more room for roots and keep the soil from drying out as quickly.

The container can be made of clay, plastic or wood, but needs to have drainage holes in the bottom – you may want to use a self-watering container or position one tray inside another to prevent leaks. Fill the container with a good quality potting mixture; some mixes are formulated to
retain moisture that can be beneficial in Colorado’s dry climate. If containers are placed outside, plants and soil will be subject to more water loss and will need a larger reservoir of soil moisture. Over time, mineral deposits and other debris can accumulate on the container and may harbor disease organisms and cause problems for plants.

To disinfect plant containers, use a stiff brush to remove soil and mineral deposits, soak in a solution of one part household bleach to nine parts water for at least 10 minutes, and rinse well with water.
**Seeds.** Greens grow quickly so they can start from seeds rather than transplants. In addition to being more economical, growing from seeds offers the opportunity to choose from the wide variety of different types of leafy greens. Some of the choices available for salad mixes are lettuce, mustard greens, arugula, cress, mizuna, chervil, endive, mache, Chinese cabbage, tatsoi, escarole, garden cress, kale, and Swiss chard.

Before planting, thoroughly moisten the potting mix but not to the point of soaking wet. It’s a good idea to do this a few hours before planting. Water gently after planting, keeping the soil surface moist until plants
emerge. Five or six hours of sun a day is recommended but many types of salad greens can get by with less and can even be grown in partial sunlight or shade. During the hottest part of the day, lettuce will need to have some shade. Remember leafy greens are cool season crops and prefer temperatures below 85F; in fact many leafy greens are cold hardy and can survive light frosts.

**Planting.** The seeds can be sown densely with about ½ inch between seeds. Scatter them onto your freshly prepared soil and sprinkle with a ¼ inch of potting soil. Keep the soil uniformly moist but not soggy. After
germination assess soil moisture by looking at the color and contraction of the potting mix from the sides of the container. As it dries it will look lighter and pull away from the sides of the container. Another method for assessing moisture is to feel the weight of the container when it is wet. As it dries, it will feel lighter. If you are going to be away for a few days, ask a friend to water daily because drying out can cause major setbacks to young plants.

**Feeding.** Apply small amounts of fertilizer (half-strength) when the plants are 4 to 6 inches tall and every two weeks after that. Start a regular fertilization program, follow
the directions on the package. For the best results, maintain a regular watering and fertilizing schedule.

**Harvesting.** You can start harvesting after only a few weeks by cutting what you need and leave the other plants to grow, prolonging your harvest. You can start thinning as soon as the plants are a few inches tall - the remaining plants will fill in the empty spaces. Use a pair of scissors or shears to cut the plants after they reach a height of four to six inches, leaving behind about an inch of stubble to resume growth. Lettuce can be picked leaf by leaf almost from the time the first one emerges. If the
lettuce starts to “bolt” (sends up a stalk and goes to seed) the leaves tend to be bitter. Remove any plants that start to bolt to enjoy the best flavors that your garden can provide. Always refrigerate salad greens at 35F to 40F and wash thoroughly under running water right before using.
<table>
<thead>
<tr>
<th>AUDIO</th>
<th>VIDEO</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planting a salad garden means you can plant once but harvest multiple times. Salad mixes can be planted much closer together than other vegetables since they will not be maturing into full-sized plants.</td>
<td>Intro: colorful background with CSU/Extension graphic and title</td>
<td>:05</td>
</tr>
<tr>
<td>To have a continuous supply of colorful greens that are high in nutrients, stagger the plantings.</td>
<td>Produce aisle Garden plot Container gardens</td>
<td></td>
</tr>
<tr>
<td>The small tender leaves—or micro-greens—can be harvested in just a few weeks after planting. Leafy greens also make a flavorful addition to sandwiches or wraps.</td>
<td>Three sizes of plants growing</td>
<td>:05</td>
</tr>
<tr>
<td>Growing in containers can help reduce problems with insects, soilborne diseases and poor soil conditions. Plus, your portable garden can be moved in order to catch more sun or shade as needed or to avoid extreme weather conditions.</td>
<td>c/u of new-ish plants emerging sandwiches wraps</td>
<td>:10</td>
</tr>
<tr>
<td>Containers made of clay, plastic or wood with drainage holes in the bottom can be used. A deep tray, pot, or window box that is at least 18 inches across and 6 to 12 inches deep is a good choice. Deeper pots allow more room for roots and keep</td>
<td>bug shots from insect pages (still shots), diseases move pots from sun to shade</td>
<td>:15</td>
</tr>
<tr>
<td></td>
<td>various containers as noted</td>
<td>:20</td>
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</tbody>
</table>
the soil from drying out as quickly. You may want to use a self-watering container or position one tray inside another to prevent leaks.

Over time, mineral deposits and other debris can accumulate on the container and may harbor disease organisms and cause problems for plants. To disinfect plant containers, use a stiff brush to remove soil and mineral deposits, soak in a solution of one part household bleach to nine parts water for at least 10 minutes, and rinse well with water.

Fill the container with a good quality potting mixture; some mixes are formulated to retain moisture.

**Greens grow quickly so they are a good choice for starting from seeds rather than transplants.** The seeds can be sown densely with about ½ inch between seeds. Scatter them onto your freshly prepared soil and sprinkle with a ¼ inch of potting soil.

Water gently after planting, keeping the soil surface moist until plants emerge.

Five or six hours of sun a day is recommended but many types can get by with less and can even be grown in partial sunlight or shade. Remember leafy greens are cool season crops and prefer:

| Extreme close up of minerals deposits | 05 |
| Show w/brush | 20 |
| Show soaking |  |
| Household bleach |  |
| Rinsing |  |
| Filling containers with soil; show type with soil formulation to retain moisture | 05 |
| Seed packets | 20 |
| Sow seeds |  |
| Scatter and cover w/soil |  |
| Water a few times |  |
| Show in sunny location | 20 |
temperatures below 85°F; in fact many leafy greens are cold hardy and can survive light frosts.

Keep the soil uniformly moist but not soggy. After germination assess soil moisture by looking at the color and contraction of the potting mix from the sides of the container. As it dries it will look lighter and pull away from the sides of the container. Another method for assessing moisture is to feel the weight of the container when it is wet. As it dries, it will feel lighter.

Apply small amounts of fertilizer (half-strength) when the plants are 4 to 6 inches tall and every two weeks after that, follow the directions on the package.

You can start thinning as soon as the plants are a few inches tall - the remaining plants will fill in the empty spaces. Use a clean pair of scissors or shears to cut the plants after they reach a height of four to six inches, leaving behind about an inch of stubble to resume growth. Lettuce can be picked leaf by leaf almost from the time the first one emerges.

Always refrigerate salad greens at between 35°F to 40°F and wash thoroughly under running water right before using.

<table>
<thead>
<tr>
<th>Checking soil moisture</th>
<th>:25</th>
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<tr>
<td>Applying fertilizer</td>
<td>:05</td>
</tr>
<tr>
<td>Show thinning</td>
<td>:15</td>
</tr>
<tr>
<td>Show refrigeration, and then washing before use</td>
<td>:05</td>
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</tbody>
</table>
# Figure 2. Blank Storyboard

**Video Title:** growing container salad greens

| Opening title over Eula | grocery store aisle long garden | Various containers  
|-------------------------|---------------------------------|----------------------
| TITLE                   | Benefits                        | disinfectant         |
| Supplier                | Seeds                           | Various steps        |
| Fertilizer              | How to water (clips)            | Harvest              |
|                        | E1 storie                        | (materials)           |
|                        |                                  | storage              |
|                        |                                  | Results list         |
|                        |                                  | first meeting         |
Figure 2. Blank Storyboard

Video Title:
Shoot Location
As you begin to develop a storyboard, you will also need to determine the location(s) where you will shoot the video. If the location is privately owned, get permission from the landowner. A Property Release form is available at www.ext.colostate.edu/staffres/photorel.pdf. A Spanish translation is available at www.ext.colostate.edu/staffres/photorel-sp.pdf.

Scout out the location before the day of the shoot so you know specifically where you’d like to shoot. B-roll can be shot at various locations and times (let camera roll an extra 3-5 seconds at the beginning and end of each shot). The Kodak camera is small enough to keep with you in case you see something worth shooting while you are out doing other things. But consider visual consistency, including light, shadow and clouds, when shooting in short segments. Keep in mind that in the final video, each segment should match the one before it in order to not confuse the audience.

Props and Equipment
Remember, you are the director and must facilitate the entire production. Getting things ready before the video shoot will prevent wasting everyone’s time during the shoot. You’ll need to determine what equipment and props will be needed for the video shoot and confirm the shoot location and date with your team to make sure everyone is there when expected. A sample list of equipment needed is provided here.

Use a dry erase board or poster as cue cards to help your talent remember talking points. Arrange to have tripod(s), camera(s), microphone(s), etc. ready for the shoot. Don’t forget to charge batteries and bring extras.

What to Wear on Camera
Be sure that your talent wears appropriate clothing. Wear dark solid colors, avoid patterns, stripes, and black, white, or red colored shirts. Remind your talent to practice the script with minimal gestures, avoid swaying, bouncing, or moving from side to side.
**Lighting**
Plan the video shoot according to the weather and sun angle. You want to avoid the harsh light of midday. Overcast conditions create good light for shooting as well. In the summertime, shoot before 10:00 a.m. and around 6:00 p.m. for the best light. If someone is wearing a hat (discourage this) have them hold a white sheet of paper, or use a bouncing reflector, to add light to their face.

**Time**
Two minutes of video could take 2-3 hours to shoot, so plan on leaving plenty of time.

**Recording**
Consider the composition within the camera frame and try to find well-composed shots, including potential backgrounds. If you’re not sure, just take shots at different angles and different directions. You can use a small digital camera to take a picture of various angles, etc. This will help you frame your actual shots before you shoot video. Check the background for distractions or scenes that aren’t consistent with the message. **Always use a tripod** to avoid shaking. Minimize camera movements (panning, zooming). This is especially important for online viewing. Let the subject move toward or away from the camera instead. If you do need to pan or zoom, do it so slowly that you barely think you are moving. Establish a shot for a few seconds before beginning the pan or zoom; leave 3-5 seconds at the beginning and end of each shot, so you can cut out camera movement from when you hit the on/off button, and to allow for crossfades. Avoid reflective backgrounds such as glass or whiteboards. Shoot with the sun behind the camera, not behind the interview subject.

**B-roll**
When shooting B-roll, record each shot for at least 15-20 seconds (it can be edited later). **Always use a tripod**, even for B-roll. Refer to your shot list to make sure you take all the shots you had planned.

**People**
Bring water for your interviewee (and yourself, and crew) when filming. The goal is to keep the interviewee composed throughout the shoot. When filming people, avoid cutting off subject’s waist, knees or feet at the bottom of the screen. The photography ‘rule of thirds’ applies, which means you should have the subject to the left or right of the shot, with an appropriate and interesting background. Also consider the angle of the camera. Set up the tripod so the camera rests at shoulder or eye level. This gives the most comfortable point of view for the audience. Those in your video who are not Colorado State University Extension employees must sign a release form available online at [www.ext.colostate.edu/staffres/photorel.pdf](http://www.ext.colostate.edu/staffres/photorel.pdf)

**Background Noise**
If you are recording audio (i.e. an interview) be aware of the other sounds around you (planes, cars, talking, etc). You may have to stop recording to wait for a plane to pass overhead. Although background sounds seem insignificant while you are shooting, they will be very noticeable in the final video so it’s best to minimize background noises. Always review sound with headphones before you leave the scene.
Video Logging
Make a list of all shots taken so you can stay organized when editing. Video logging may save you time when you are editing and trying to remember what shots you wanted to use. Below is an example of a logging sheet to keep track of your shot segments.

Figure 3. Video Logging Sheet

<table>
<thead>
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<th>DATE</th>
<th>TIMECODE</th>
<th>LENGTH</th>
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Converting Files
The Kodak video footage is uploaded to your computer as .mp4 files. You can then import the .mp4 files into Premiere elements, or the software you chose. The ‘software’ that comes with the Kodak is for in-camera only editing and cannot be downloaded to a computer.

Music
Because research has shown that adding music to an informational/educational video impedes learning, avoid the use of music bridges between shots. Natural sounds, however, recorded at the location, can add interest and should be added as appropriate to the subject. Think 'Morning Edition' or 'All Things Considered' on National Public Radio. Producers there do a great job of incorporating natural sound that adds realism, and you could try your hand at it as well. Start small with just a few supplemental elements to the audio track, such as the sound of running water or an engine idling.

Limited use of non-copyright, public domain music for the open and close could lend interest to your video production. There are a number of sources for public domain sound recordings on the internet including the following: www.pdinfo.com/link.php. Please read and comply with any usage limitations associated with the use of these recordings. Use of copyright protected music without permission of the copyright owner can lead to legal liability so please ensure that any music you use can legally be used for your purpose. Contact the CSU general counsel office with any questions regarding copyright.

Font
Font for any text must be CSU approved, according to the university Communicator’s Toolbox. The approved fonts are: Swiss 721, Garamond, Arial, Minion and Helvetica. Minion in particular ships with Premiere Elements and so is a good choice for titles. Any shadowing on fonts should be minimal and from above not below. Reference any graphic elements (such as charts or maps), including the source, on the graphic itself.

Supplementary Visual: Photographs, Graphics and Titles
Sometimes it’s not possible to shoot video of something, because of weather or seasonal restrictions, for example. Still pictures can be used as well (and are often a good best choice when showing detail), but be sure to follow any copyright restrictions. The ‘Colorado State University Extension’ graphic must appear on the opening shot and at the end of the video. Use a transparent logo if appropriate. Graphic files for video productions are located online under Extension faculty/staff resources.

Produced by
Small Acreage Management Team
Jennifer Cook
Jennifer Tucker
With Assistance from
CSU Extension Communications
Reviewed by
Joe Brummer

Figure 4. Sample Credits
Edited videos should be reviewed by your reviewer and other colleagues to check for errors and other details. To create a video which can be viewed with Windows Media Player (or other common players), render a draft video in .wmv that is compressed; .avi format is an uncompressed file that means a larger file size. The file will be too large to email, but can be loaded to YouTube with a 'private' setting. Then simply send the link to your reviewers.

Ask your reviewer(s) for specific comments and give them a deadline. Use the sample letter such as the one below to describe the purpose of the review process and what you expect from your reviewers.

Dear Syndi,

Enclosed is a DVD containing the video, “ .” Please review the video by

The purpose of the review process is to fact check, to confirm that details are presented accurately, and to make sure there is no misleading information.

The videos contain very basic information and are to act as a ‘commercial’ or ‘preview’ to draw interest and direct viewers to NRCS and Extension for more detailed information.

Thanks for your help in reviewing the video. Please contact me after you’ve watched it with any suggestions.

Sample Review Letter

Figure 5.
Final video formats
Formats that work well for online viewing are .wmv (Windows Media), .swf and .flv (both Flash), and .mov (Quicktime). Both Windows Media Player and Flash Player are very common media players, and end users should have no problem viewing your video; .mpg, .mp4, and .avi are great ‘working’ formats, but file sizes are too big to be web-friendly in the final product. They are fine formats for burning onto CDs, or carrying via a thumb drive.

- If you are posting to your local website, work with your local webmaster.
- Don’t forget to delete old files once the final video is produced.
- Send the video link to interested and appropriate people for a wider distribution. Consider also posting your final project to YouTube, and provide the link on your local website, or Facebook page.

Helpful Resources

- **CSU Extension: Jeff Wood’s Technology Toolbox:**
  [http://technotoolbox.blogspot.com/search/label/video](http://technotoolbox.blogspot.com/search/label/video)

- **Web Video: Making It Great, Getting It Noticed** by Jennie Bourne and Dave Burstein

- **Desktop Video at About.com:** Info on buying equipment and video production tips