

# Tips for Video Production – in Easy to Read language

Make better videos

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# Introduction

Videos express messages in a very visual way. People often think videos are an easier way to receive information than just photos and text.

This short guide will help you to make better videos.



# Tips for better videos

1. Ask yourself why  
do you want to make a video?  
It is because you want to tell a story  
or show an action?



2. What is your message?

Remember a video  
can give many messages,  
some of them  
might not be  
messages you wanted to give.



3. Make sure the sound quality is good.

Use a microphone

or speak close to the device.

Try not to have background noise when you are recording.



4. Remember that video clips should be short.

An ideal running time is from 20 seconds to 1 minute.

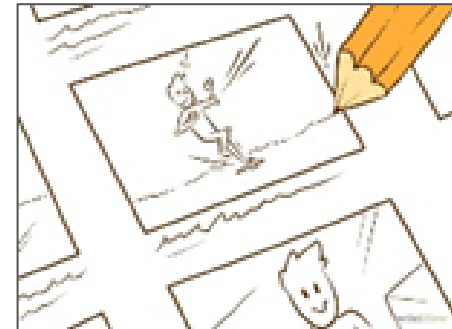
The video should only give the message that you want to give.



5. Video files are quite BIG.  
Remember that  
the longer the clip is,  
the bigger the file is too.



6. Plan your shoot carefully  
to get the best results.



## 7. Be the director

People need to know what to do:

- rehearse
- say 'quiet please' and '3 2 1 action' etc.
- encourage performances
- have fun
- re-take, if needed.



## 8. Remember the golden filming rules

- Keep cameras still.  
Use tripods and tables.
- Don't zoom, when you are recording.
- Hand hold shots only on the widest angle.  
Always move slowly and smoothly.
- Go closer to make things bigger.
- Record every video clip separately  
- clip by clip



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