

The Launch Video Pilot Course

Producing Your Videos For Launch

10 Simple Tweaks to Make Your Video Shine

What's the Goal of Production?

*Produce a video that projects
professionalism and passion*

$$**I+A+S+P = CM**$$

So I Need a Real Slick Video. Right?

Not So Fast...



Marie Forleo - 2012



Marie Forleo - 2015

Here's What You DO Need...



The **10** COMMANDMENTS
of Video Production

The **10** COMMANDMENTS of Video Production

- Thy **Background** Shall Support Thy Message
- Thy **WHAM** Shall Be Pleasing Unto Mine Eyes
- Thou Shalt Have Two Legs and a Third (**Tripod**)
- Thy **Camera Angle and Shot Size** Shall Be As In Life
- Thy **Lighting** Shall Formeth Thy Countenance
- Thy **Audio** Shall Be Pleasing Unto Mine Ears
- Thy **Exposure** Shall Reveal Thy Full Splendor
- Thy **Composition** Shall Be Of The Tic-Tac-Toe
- Thy **Focus** Shall Be Sharp as a Serpent's Tooth
- Thy Colors Shall **White Balance** For Truthiness



Background Tips

Background Fits the Subject
Background Stays in Background
“Dress” the Background
Keep a Distance From Background:
To Avoid the “DMV/Mug Shot” Look

Thy Background
Shall Fit Thy
Purpose

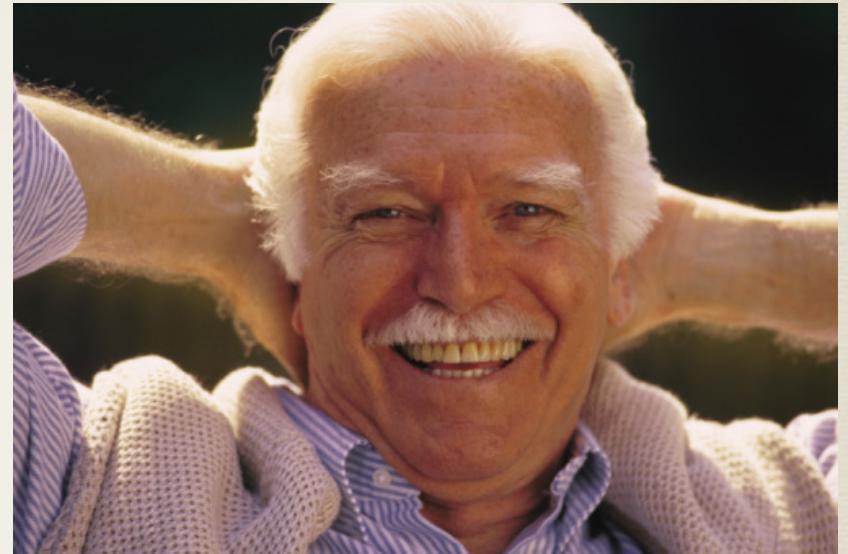


Background Tips

Black or White Background is OK
Black for Perception Change Lessons
White for Technical or Esthetic Lessons
Otherwise Avoid One-Color Background
Keep Your Shadow Off the Background

Thy Background
Shall Fit Thy
Purpose

Wardrobe, Hair, Body Angle, Makeup (**WHAM**)



Wardrobe Matches Occupation
Wardrobe Appeals to Tribe
Wardrobe is Camera-Friendly
Hair Washed and Face Powdered
Careful About Jewelry

Thy WHAM Shall
Be Pleasing Unto
Mine Eyes



The Tripod

The One Non-Negotiable Accessory

Fluid Level to Keep Horizon Line

Thou Shalt Have
Two Legs and a
Third



The Tripod

The One Non-Negotiable Accessory

Fluid Level to Keep Horizon Line



Add a grip for camera phone (Joby)

Thou Shalt Have
Two Legs and a
Third

Camera Angles & Shot Size



Eye Level or Slightly Above
Shot Size is “Talking Distance”
LS, MS, MCU, CU, Insert, Cutaway
Video on Computer Screen Will be Smaller

Thy Camera Angle
And Shot Size Shall
Be As In Life



**Long Shot
(LS)**



**Close Up
(CU)**



**Medium Close Up
(MCU)**



**Medium
Shot
(MS)**



Insert

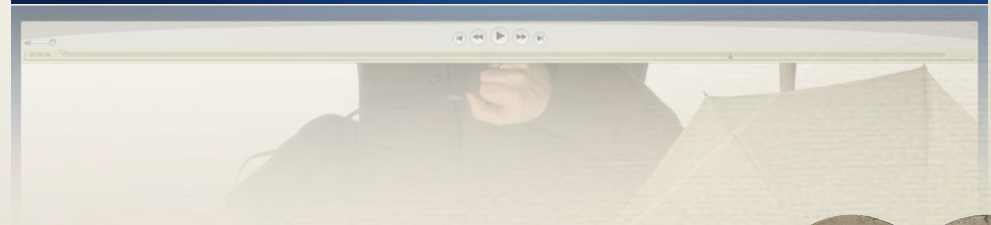
Thy Camera Angle
And Shot Size Shall
Be As In Life

Lighting

The Separating Line Between “Feh” and “Cool”!

The Goal of Lighting is
Reproduction of Life
3D Modeling -
Esp. on the Face

Indoor Available Light:
foam core as reflector



Thy Lighting Shall
Formeth Thy
Countenance

Lighting

The Separating Line Between “Feh” and “Cool”!

Location



Sunlight:
Your Secret Indoor Gift
Indoors Sunlight is
Soft Light

NATURAL LIGHT
OFFICE WITH

Thy Lighting Shall
Formeth Thy
Countenance

Lighting Necessities

**2 - 3 Clamp Lights
with 150W Flood Lamps**



2 - 3 lightstands



Thy Lighting Shall
Formeth Thy
Countenance

Key Light



**Main Motivating Source
Illuminates One Side of Face**

Thy Lighting Shall
Formeth Thy
Countenance

Fill Light



**Fills in the Shadows on dark side of face
Used less intensely with women**

Back Light



**Rings Head and Shoulders
Separates You from Background
Careful with Intensity**

Thy Lighting Shall
Formeth Thy
Countenance

Before and After



Catchlight

The Goal is Soft Light

<http://www.youtube.com/watch?v=QkraDXWdib0>

Thy Lighting Shall
Formeth Thy
Countenance

Lighting Setup Sequence

Iris the Bag Lady Earns Her Keep



Keylight
Fill Light
Backlight
Background Light (optional)

Thy Lighting Shall
Formeth Thy
Countenance

Soft Light Tip



**Never Point a Pro
Light Straight at the
Subject.
Instead, Use a Softbox
or Umbrella**

**Clamp Lights 150
Watts and Below May
Be Pointed Straight at
the Subject**



Lighting Setup Trick

The Lazy Way to Lighting Success

**One Light for Keylight
Room Light for Fill Light
Window for Backlight**

**This is an Advanced Trick
Master the 3, then 2-Light Setup First**

Thy Lighting Shall
Formeth Thy
Countenance

Audio

Major Quality Marker

Mic in Close Proximity

**Lavalier Positioning on Clothing
4 inches below mouth**

Silence

The perils of autogain



Thine Audio Shall
Be Pleasing Unto
Thine Ears

Audio

Getting Ready



Set Volume Level
peak under red (0db)

Check Batteries

Thine Audio Shall
Be Pleasing Unto
Thine Ears

Audio

Getting Ready

**Check actual audio level
in headphones**

Actual sound could be simple static



Thine Audio Shall
Be Pleasing Unto
Thine Ears

Audio

Phone Tips



**Can Use Without a Mic
Only if Within Arm's Reach**

ATR-3350



Best Ultra-Cheap Mic We've Found

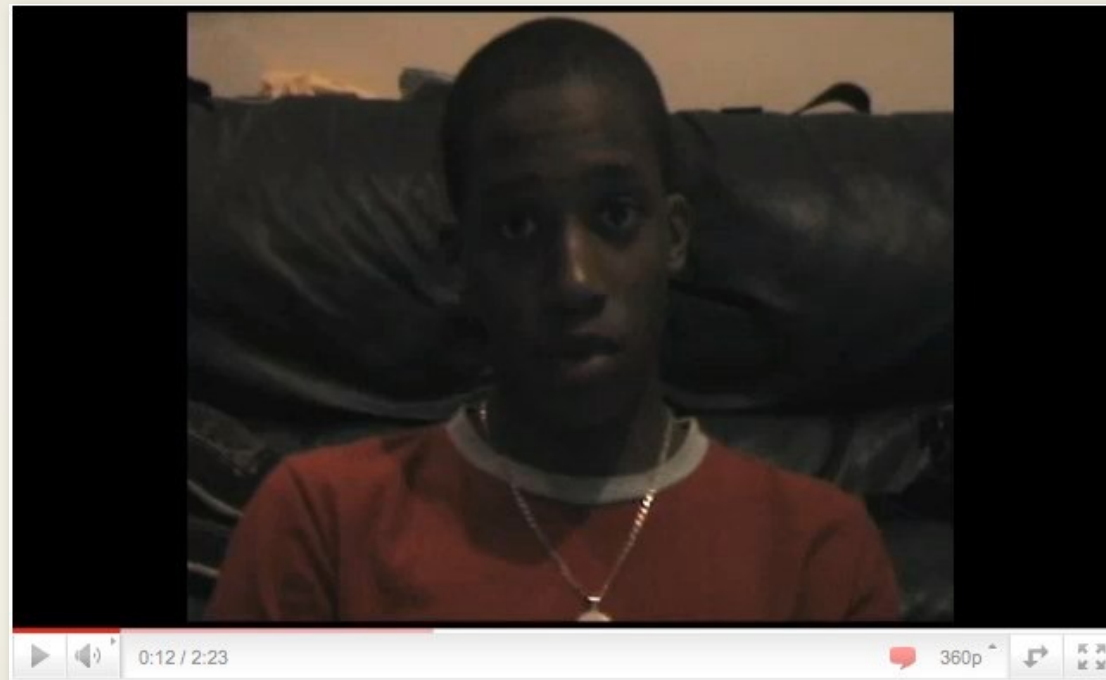


Don't forget the adapter! (KM-IPHONE MIC)

Thine Audio Shall
Be Pleasing Unto
Thine Ears

Exposure

You can't trust your eyes Pt. 1

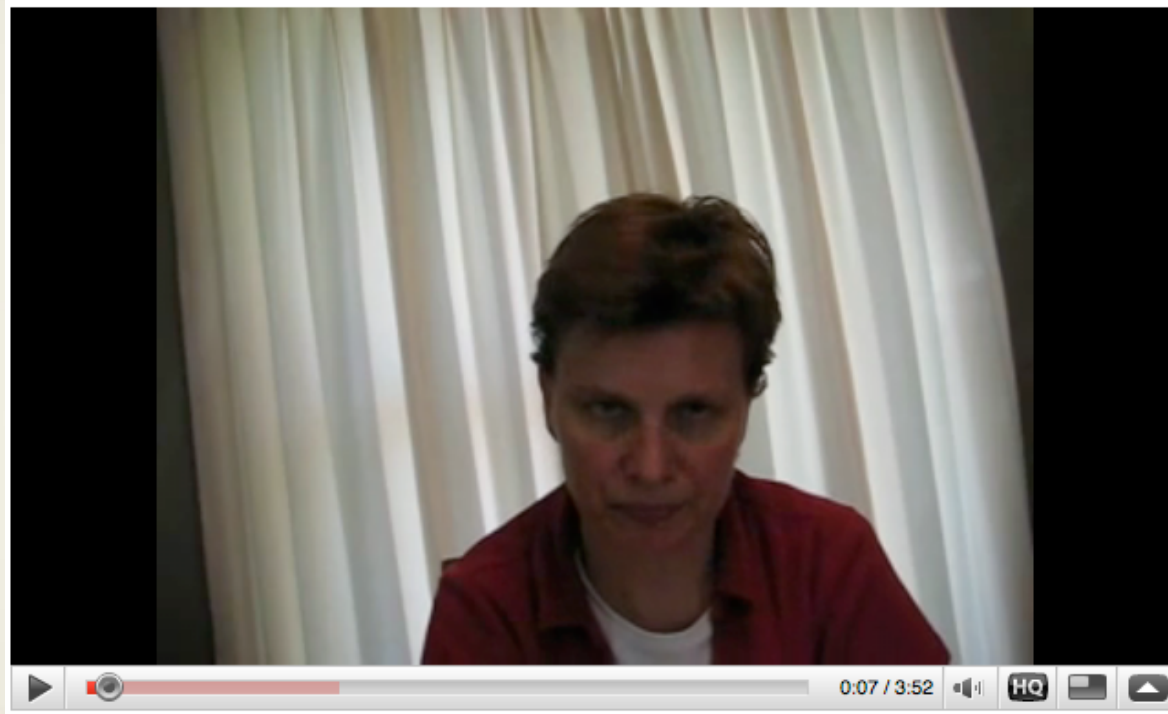


Lack of exposure = lack of contrast
Background close to facial coloring = lack of contrast

Thy Exposure
Shall Reveal Thy
Full Splendor

Exposure

You can't trust your eyes Pt. 1

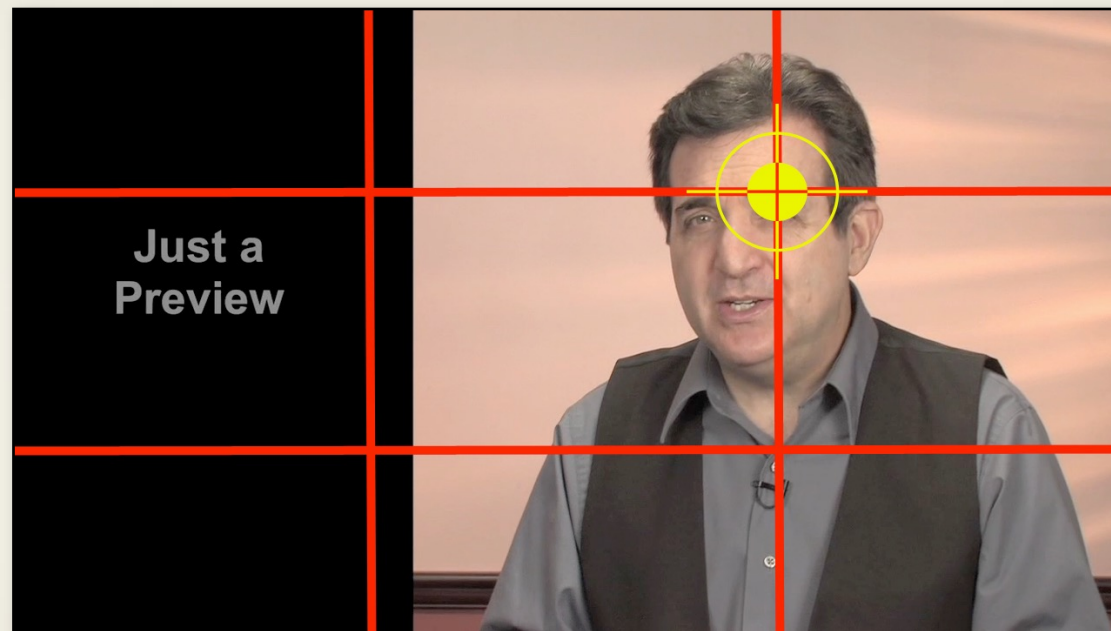


**Too much exposure = too much contrast
Background brighter than subject = subject in the dark**

Thy Exposure
Shall Reveal Thy
Full Splendor

Composition

Easy As Tic-Tac-Toe



Upper Right or Upper Left Eye Line

Thy Composition
Shall Be Of The Tic-
Tac-Toe

Focus

You can't trust your eyes Pt. 2



**HD Video
Magnifies
EVERY
Mistake!**

Thy Focus Shall
Be Sharp
as a Serpent's
Tooth

Focus

You can't trust your eyes Pt. 2

Focus Procedure:

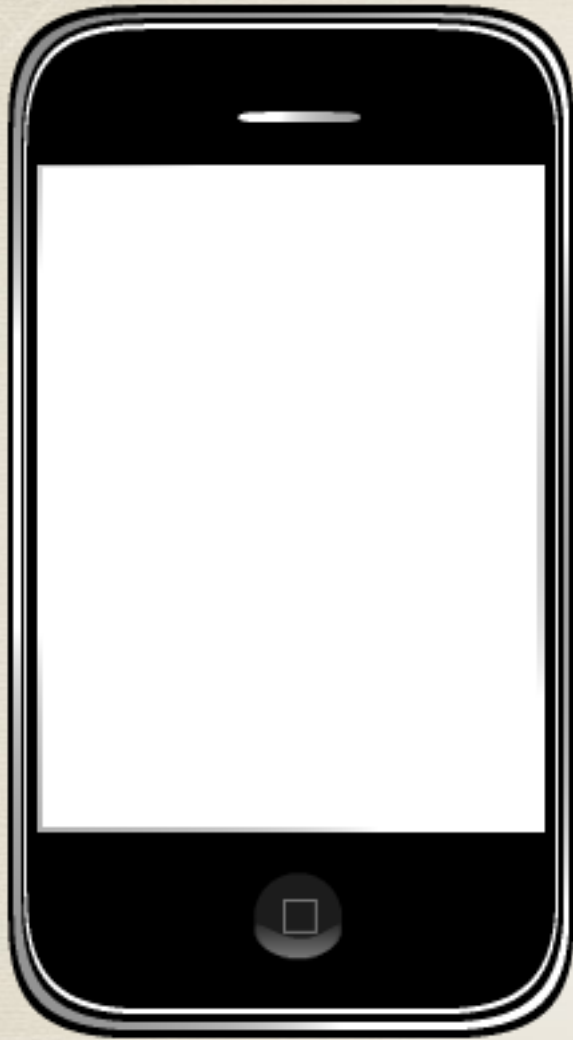
1. Zoom to Eyes With Auto-Focus
2. Insure Eyes Are in Sharp Focus
3. Switch to Manual to Lock in Focus
4. Zoom Out to Desired Shot Size



Thy Focus Shall
Be Sharp
as a Serpent's
Tooth

Focus

Camera Phone Tip



Use Face Detection:

**Get as Far Away From Background
as Possible**

Thy Focus Shall
Be Sharp
as a Serpent's
Tooth

White Balance

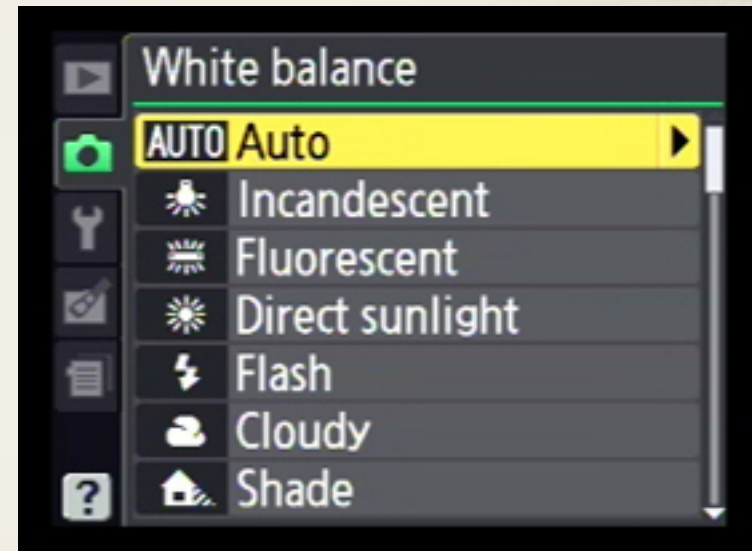
Now trust your eyes!

Indoor = 3200K = Yellow

Outdoor = 5800K = Blue

**Don't Mix Color Temperatures
Fluorescent & Incandescent - NOT!**

Avoid Using Standard Fluorescents



Thy Colors Shall
White Balance For
Truthiness

White Balance

Now trust your eyes!



The Problem With Mixing Light Sources

Thy Colors Shall
White Balance For
Truthiness

White Balance

Now trust your eyes!



Color-Corrected Shot

Thy Colors Shall
White Balance For
Truthiness

Homework

**Shoot 1 of the template videos.
Use the following criteria:**

- **Shoot at a level angle or slightly higher.**
- **Wear a lapel microphone.**
- **Pick a suitable background.**
- **Wear appropriate clothing.**

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