

VISUAL BOOTCAMP WORKSHOP

ENHANCING YOUR SCREEN VISUALS

PRE-SERVICE ANNOUNCEMENT LOOPS

There are 5 major ways that you can execute your pre-service slides.

1. Still slides that loop.
2. Motion Graphics “Pre-Reels” - self contained videos.
3. Video Clips.
4. Animated Slides Built in your Presentation Software
5. A Mixture of these three.

1. Still slides that loop.

- Creating Pre-Service Slides

- What programs to use to create your slides in.
 - Adobe Photoshop (link to cloud)
 - Adobe Illustrator
 - Presentation Software - ProPresenter / MediaShout

- *Bad Slide Designs:*

- Even if you’re not a designer, there are some things you need to know.
- “I’m not a designer” is not an excuse for poorly designed slides.
- What makes an Announcement Slide design bad?
 - Poor font choice
 - 10 fonts to NEVER use:
 1. Papyrus
 2. Comic Sans & its look alike (put a VBS ban on Comic Sans)
 3. Bradley Hand
 4. Brushscript
 5. Curlz MT
 6. Times New Roman
 7. Vivaldi
 8. Mistral
 9. Impact
 10. Stencil
 - Poor choice of photos or video
 - Poor layout
 - Poor color choices (bright colors are usually not a good idea)
 - Poor background choice
 - Poor quality / resolution
 - (don’t stretch logos or images, nasty pixelation is a big no-no.)
 - Never stretch images in to a dimension size far from its original size.
 - Too much text

- **Good Slide Design:**

- What makes a good Announcement Slide design?
 - Use fonts that are current and easily readable.
 - 10 acceptable fonts to use:
 1. Gotham
 2. Avenir
 3. Colfax
 4. Helvetica
 5. Nexa Bold or Light
 6. Bodoni
 7. Rockwell
 8. Proxima Nova
 9. Uni Sans
 10. Garamond
 - Use high-quality photos (preferably of your church settings and people)
 - List of Photo Sites: twelvethirty.media/monsterlist
 - Work on your layout.
 - Use colors that allow your information to be easily readable.
 - Resolution of Photos and Imagery = should be at least 1280x720.
 - Keep text to a minimum.
 - Slides need to be built in the resolution your of your screen output

Some things to think through when executing your slides:

- Import your slides and play them in the resolution and size you built them in.
- Do not stretch your slides.
- You can have really good slides, but if you stretch them, you've made them look weird.

2. Motion Graphics "Pre-Reels" / "Animated Announcements".

- These are self contained videos that usually have the same beginning and end with a different announcement in the middle.
- These are usually produced by a Motion Designer.
- They are self-contained, individual videos so that you can add or remove them as needed.

3. Video Clips.

- You can use short B-roll Video within your announcement loop to show the culture of your church.
- You can Promotional Videos with or without audio in your announcement loop.

4. Still or Animated Slides Built in your Presentation Software

- You can spend some time on the front in producing nicely designed still or animated slides in your presentation software.

5. A Mixture of these three.

- You can mix still these options to really enhance your Pre and Post Service Loop.
- Exception - Pre-Reels: I would add your video clips, promo videos, or slides inside your intro/outro of each pre-reel so that they all seamlessly loop to the next and look like one complete video.

COUNTDOWNS

- Don't use countdowns more than 5 minutes in length. You can use that time to communicate valuable information to your congregation. If this is a must, put the counter in the bottom corner until the 5min mark, then make it full screen.
- Your countdown should be Series branded.
- Think through using this time strategically. It doesn't just have to be a straight countdown on screen, you can use it to share information or start stirring interest in the topic or message of the day.

Some ideas for how to enhance your Countdown Timer Videos:

Trivia:

- God at the Movies Series: movie trivia, who said that?
- Church Identity Series: B-Roll of your church with fun trivia about your church history.
- Series on a Bible Character: trivia about the character's life

Stats / Did You Know?:

- Series on Relationships: stats about relationships, marriage, divorce, family
- Grow: footage of slow motion plant growing with stats about plant growth that can be a teaser for your message
- Books of the Bible: Contextual/Cultural Information about the book you're studying

Quotes:

- Quotes from authors or leaders about the topic of your day.
- Quotes from the Biblical character you are studying in your series.
- Testimonial quotes from people in your church or community who have been impacted from a ministry in your church.

Talking Head Moments:

- Greeting from a Pastor
- Short Clip from a staff member explaining a new ministry your church is starting or involved with.
- Short Clip from a volunteer leader celebrating what God did at your latest event or community outreach.

Video Announcements / Promotional Videos:

- You can use your Countdowns to drop in your Video Announcements and run the countdown timer in the corner.
- You can play a promotional video for an event at your church and leave the timer in the corner.
- Good place for Youth Camp promo, Men's Conference promo, or maybe events you don't want to spend a lot of time on inside your service. Gives it some play without taking valuable time in your experience.

WORSHIP SLIDES

Meet with your Worship Leader for a few minutes during the Week.

- Have them check lyrics to make sure the arrangement is correct.
- Ask them questions about who is singing, any special band moments, and anything thing else that would help your team.

Stop hoarding the input of your Content.

- You can train volunteers to come in during the week to set up lyrics, check lyrics against playback, import media content, set up your show.
- This is a great volunteer opportunity for a volunteer that may not be able to commit a lot of time on the weekend.

Limit your lines of lyrics to 3, maybe 4 for a hanging word or phrase.

- Never go more than this. Too much text overwhelms your screens

Be consistent with your fonts and font size.

- Choose one font for all your lyrics for the whole day.
- Choose a font size that is readable but doesn't overwhelm your screen.
- Choose a current font that is on-trend.

Some of my favorite lyric fonts:

- Gotham
- Avenir
- Colfax
- Nexa Bold
- Proxima Nova Bold
- Myriad Pro Bold

For Full Screen Lyrics:

Choose Non-Cheesy Motion Backgrounds. Cheesy clipart or rainbow backgrounds are not only just poor design, it distracts your congregation from worshipping.

- Choose backgrounds that are seamless, meaning no jump cut in the footage.
- Choose backgrounds that match the feel of your culture and the tempo of the song.
- I don't suggest you use more than two backgrounds per song.

Capitalization.

- Some capitalize the first word of each sentence, some only capitalize only "I"'s and names of God.
 - Either is fine, just be consistent.

Punctuation.

- I would suggest no punctuation except for question marks. No commas, no parenthesis, no semi-colons.

Care for the Orphans and Widows.

- Do not leave one word orphaned on one line. Center your lyrics where there is a

reasonable amount words on each line.

Lead lyrics!

- Nothing is worse than being late on lyrics. It halts the worship of your people.
- A good rule of thumb for leading lyrics is to advance to the next slide when your worship leader sings the *next to last word on the slide*.

Never let your audience see what's going on "behind the scenes".

- You never want to see a cursor, a desktop background, another program, or anything else on your screens besides media content from your presentation software.
- The only time the audience is allowed to see your desktop is if a power outage occurs and you are rebooting.

No Repeat Lines or "Hymnal directions".

- No "repeat 3x", "(men only)"
- If you sing one line repeatedly, it should be on one slide and the slide should be duplicated in your presentation software.

Set up your presentation software in the order of the service.

- You should primarily be using the spacebar to advance your way through your media content.
- You should only use your cursor to catch a worship leader on a rogue lyric or to fire a video element.

Slide Transitions.

- My preference is to cut lyrics the entire service.
- If you must use dissolves, set them to about 2 seconds, anything longer than 2-3 seconds is distracting in the flow.

Be ready to be flexible.

- There may be times your lyric operator needs to find a song on the fly. Make sure you have trained them to be able to search your library and find a song. Make sure they know how to apply your lyric template quickly.

Organize your Templates.

- Periodically clean out old templates that you aren't using.
- Be sure to train your volunteers how to use templates so that they can set up a song if needed.

Pay Attention!

- Nothing on screen is better than the wrong thing on the screen.
- Make sure your operators are paying attention to what is actually going live. Skipping around the song or have long periods of nothing on screen is incredibly distracting.

Limit Last Minute Changes.

- Gently encourage your leaders to not make any last minute changes.
- Last Minute Changes can affect the concentration of the team and throw your execution game off.
- Don't argue with your Worship Leader - make last minute changes in the moment to serve them, then talk with them during the week to find ways to explain why it's not excellent and work to prevent it in the future.

WELCOME AND ANNOUNCEMENTS

STAGE ANNOUNCEMENTS

Good Book Resource:

“SnorkelFork” by Adam McLaughlin

- About how to inspire a response from stage announcements

Structure your Stage Announcements

- Watch Your Words (don't ramble)
- Have a Clear Opener
- Lead with Your Core Values
- Tell me Why
- A Clear Call to Action
(keep it simple - “Visit the guest services desk. Visit this short URL...”)
- A Clear Close

Some ways to visually enhance the Welcome and Announcement Time during your Worship Experience:

Use Props.

- Props are an easy way to make an announcement memorable.
- Bring a hammer on stage when announcing your next community serve day.
- Bring a banana on stage when talking about your new Fruits of the Spirit series starting next week.

Use Photos.

- When your host is promoting your next event, show a few photos of last year's event.
- When talking about your Global Missions outreach, show a photo of one child or family you help serve.
- Make sure the photos are at least 1280x720 in resolution. If they are not, try using the “blur the background” look.
- If the Blurred approach still doesn't work and the image is really really bad, I would suggest not using it or find a different solution.

Soft Roll Footage.

- Soft Roll Footage is video that is stand alone and does not affect any timed portion of your service. Its not on a click track or does not need to play or clear at a specific time. You can air it on screen or clear it when you desire.

Examples of this:

- Show some footage of your VIP/Visitor/Guest Area while the host is talking about it.
- Show footage of last year's Women's Event when announcing this year's event.
- Show footage of teams serving your community when talking about local missions.
- Bring this footage in when the host begins talking about the subject, and out when they stop talking about it.
- Be sure to have enough footage to last the time the host talks about the topic so you don't run out of footage too early.

Slides

- Throw one of your pre-service slides on screen while the host is referring to that announcement.

#Hashtags & Social

- Give your congregation specific ways to interact on social media with your announcements.

Examples of this:

- Have a photo booth on Mother's Day, show an photo of someone and their mom at the photo booth and tell folks to tweet or post on social media with a specific #hashtag - "#crossroadsmomsday", "momsdayatFBCtulsa", "#mothersdayatTheBrook".
- Have people post photos of themselves working at your community outreach and hashtag "#LCClovesTN"

Interactive

- Play a quick game with the congregation during the announcement time and use your screen.

Example of this:

- You may be in a Series about Family: Play a quick game of Family Feud. Try to name the top 5 answers on a topic. Use the screen to be interactive with the audience. Get the audience involved. Survey says... fun!
- Get volunteers from the audience to play a quick Price is Right or Minute to Win It game that incorporates or ties to the message of the day. Use your screens to play game show intros, trivia answers, or fun countdown timers to make it exciting.

VIDEO ANNOUNCEMENTS

Options for Video Announcements:

1. *Outsource them entirely.*
 - 12:30, ProChurchTools, ProNounce
2. *You can produce them entirely on your own.*

Questions to ask before you consider producing your own Video Announcements:

1. Why would we produce Video Announcements?
 - Are they the right fit for our church?
 - Would they flow well in our worship experiences?
2. Do I have the right gear and equipment?
3. Can I capture high-quality audio and light my subject well?
4. Can I edit and produce these well?
 - How do I know what a good edited video announcement piece looks like?
 - What kind of video editing gear do I need?
 - What kind of B-Roll / Motion Graphics / other footage do I need to cover edits and make them look nice?
5. Do I have the time and money to invest into producing our own announcements every week?
 - How much estimated time and money would it take to accomplish this project in-house every week?
 - How much would it be to outsource it?
 - Is it worth church staff time to do or should I outsource it?

If you do produce your own Video Announcements, here are some tips:

- Make sure your talent is really good. Bad talent can be very distracting.
- Don't Use a Green Screen! It shows and its terrible.
- Cover your edits. No jump cuts.
- Keep them short! About 2-3 minutes is long enough.
- Limit the number of Announcements you share. 5-6 is pushing the limit.
- No pixelated, blurred or stretched graphics. Use High Resolution Full Screen or Lower Thirds. Don't stretch your 'new visitor card' out to nasty and unreadable. It looks terrible.
- Make sure you capture really good video and audio.
- Cover your talent as much as you can with B-Roll and nice graphics.
- Create your announcements in segments with clear transitions between those segments. Try using a different music track for each announcement.

3. You can have a Graphics Package produced and then produce them in-house week to week.

- Have a Motion Designer design Graphics Package elements that you can use to produce your own in-house announcements.

This Graphics Package can include:

- Open and Close
- Transitions with Alpha Channels
- Pre-Made Lower Thirds with Names of your Talent
- Pre-Made Blank Lower Thirds
- Side Panels or Accents

SERMON BUMPERS

The Process:

1. The Length

- We know before production on a bumper how long it its going to be.
- We've made bumpers at :15, :30, :45 & :60, even 2-3 minutes and longer in length.
- The best length we've found for a bumper is between :30-:60. This gives enough time to make your stage transition happen and enough time in the video to get enough content to set up the message. :15 is a little too short for both of those things to happen. :90 or over can be a little too overwhelming to digest.

2. The Script

- The script always comes first in the production stage of the bumper. Our team usually writes the scripts ourselves based on any creative or sermon notes from the church or pastor of the church.
- The script usually comes directly from the pastors overview of the series.
- We write out the script and condense it several times to make short, direct statements (usually no more than 7-10 words per text block).
- Keep your scripts as short and succinct as possible. Bumpers should be a tease of the message content and should not preach the message before your pastor does.

3. The Style

- Is this a footage based video?
- Is it a motion graphics piece?
- Is it fast-paced and energetic? Slow and thought-provoking?
- Is it quirky?

4. The Music

- Best places to get music for your bumpers:
 - Soundstripe.com
 - [PremiumBeat.com](https://www.premiumbeat.com)
 - [AudioJungle.com](https://www.audiojungle.com)
 - Artist.io
 - CoresoundMusic.com
- Most of these sources have pre-cut tracks at :15, :30, :60 and full lengths.

5. The Assets

- Gather any assets that would be personal and branded to your church. Always use your church if you can.
- Best places to get stock photos, templates, backgrounds, images, footage, voiceovers.
 - EnvatoElements.com
 - CreativeMarket.com
 - Videohive.net
 - Unsplash.com
 - FloodgateFootage.com
 - Lightstock.com
 - VoiceTalentnow.com
 - Voice123.com

6. The Production

- Are we shooting our own footage for this piece?
- Are we recording any special audio for this piece?

7. The Post-Production

- Editing in Premiere Pro and Adobe AfterEffects.

8. The Delivery and Review

- We deliver to clients via Dropbox. I suggest using Dropbox or some type of organized service to deliver your bumpers to your live production team or your various campuses.

9. The Revisions & Approval

- We offer one free round of revisions for all bumpers.
- If you can, respectively attach a dollar amount to the time it takes to continue to go round and round tweaking a video.
- Usually, when a dollar amount is attached, the edits get less important.
- Any audio-mastering usually happens here.

10. The Final Files

- Delivery of final files.

Some notes on Labeling and Storage:

- Labeling files: NEVER label a video “final”. Always label “_v1, v2, v3, etc.”
- A suggest naming convention for folders:
 - JAMES. Sermon Series. Project
 - Elements
 - Keyart*
 - Photos*
 - Main Footage*
 - B-Roll*
 - Project Files
 - JAMES. Sermon Series. Project. FINAL FILES

- A suggested naming convention for files:
 - JAMES. Sermon Bumper_v1
 - JAMES. Series Trailer_v3

Alternate Versions of your Bumper / Keeping things fresh:

- If you are running a series for more than 4 weeks, it would be a good idea to change up your bumper to keep things fresh.
- I know some churches who run a series for 8-10 weeks or more.
- In this case, try making alternate versions of your bumper with a different script, different images or footage, new music, different colors or other things that would change it slightly but keep it fresh.
- Or try breaking your series up into Parts or Volumes with clear breaks to keep things fresh.

MESSAGE / SERIES MEDIA

Do not let your pastor create his own PowerPoint. It looks horrible.

- Ask for his notes ahead of time and create the content for him.
- Create templates where you can drop in his content easily.
- If you don't get a message until Sunday morning - Have a designated volunteer or machine that can create slides during rehearsal or run-through.
- Make anything you can make ahead of Sunday like Lower Third name keys, scripture full screens, Sermon Points. Even if you need to put in placeholders for actual text, it will help you from having to build everything from scratch on Sunday morning.

When making Series content, what all should you make that is series branded?

- Countdown
- Sermon Bumper
- Scripture Full Screen Teaching Still
- Name Key Full Screen or Lower Third
- Scripture Full Lower Third
- Scripture Reference Lower Third

Props

- Props offer a visual reminder that drives home your message.

Set Design

- Any visuals on stage you can add with excellence, do it. it will be another visual reminder of your message.

PERFORMANCE PIECES

There are a few ways to execute and enhance the Performance Songs and Moments in your Worship Experience.

Click Tracks

- You can build a lyric video with a click track with split audio. You can run the click side to the band's ears and the other audio channel to the house.
- You can add instruments to the right (non-click) channel that you might not have in your band to make the song sound fuller and thicker in the house.
- Playing a lyric video with a click track is the most secure way to time everything and usually results in the best execution.

<https://vimeo.com/220861303>

Flexx Files

- FLEXX Files are individual videos that play for segments of the song.
- These video files can either have lyrics embedded in them or can be your backgrounds while laying lyrics on top of them using your presentation software.

For example:

- FLEXX 01: Intro
- FLEXX 02: Verse 1
- FLEXX 03: Chorus
- FLEXX 04: Verse 2
- FLEXX 05: Bridge
- FLEXX 06: Ending

<https://vimeo.com/254356555>

Soft Roll Footage

- Rolling soft footage is another great visual to add to a performance piece.
- Soft Roll Footage is footage that doesn't have to be timed to a click track or match to any timing.

For example:

- Say your pastor talked about a missionary couple in his message that are serving the Lord in a third world country. Your band could sing a song and you can play b-roll footage of that couple during the song. You can run lyrics on top of the footage. You can even come in and out of camera shots and soft roll footage. Maybe camera shots during the verses and footage during the chorus of the song.

USING VIDEO TO ITS FULLEST POTENTIAL

Ideas for Types of Videos and Media Content you could create and play in your Worship Experiences:

Mini-Movies

Short Worship Intros or Illustration Videos.

Sermon Bumper

Short Videos that set up your message.

Series or Message Trailer

Short Videos that tease your upcoming series.

Countdowns

Countdown Timer Videos leading your congregation into worship.

Blank Motion Backgrounds

Blank Motions are looping backgrounds that have empty space for lyrics, sermon notes, scripture, announcements and more.

Custom Motion Backgrounds

Custom Motion Backgrounds are produced with text related to your service elements or your church. You could produce a Welcome Motion, Closing Motion, a Loop of your Church or Series Logo/GFX, Social Accounts, Website, or Announcements.

Soft Roll Footage

Soft Roll Footage isn't tied to timing of any kind. It can be a little early or late or come in and out with no big consequence to the flow of the service. You can use soft roll video footage of your Green Room/VIP Room, Guest Services area, Kids or Student facility, or Highlights from a Camp or Mission Trip.

Baptism Videos

Videos with someone being baptized telling their story or a baptist highlight video.

Promotional Videos

Short videos promoting an upcoming event or ministry in your church.

Movie or YouTube Clips

We've all used Movie clips or funny clips we've found on the internet. This isn't dead. If it fits your sermon or service, use it. Keep it short. Make sure it's good quality and executed well.

Logo Animations

Logo Animations are short :10-:15 second motion graphic animation of your church or ministry logo. Similar to "20th Century Fox Logo" or other studio logs at the beginning of movies. This is great to put at the front of all your in-house videos that you play on your website or on social media.

Lyric Videos

Videos that support and add visual punch to song performance pieces.

Testimony Videos

Interview or Story pieces sharing life change stories.

Commercials.

Similar to Promotional Videos in that you're advertising an activity, an event or area of your church. You can use a commercial inside your service or in other channels to Advertise your new website, an upcoming event, a celebration of baptisms you saw last week, a building campaign.

Pre-Service Motion Graphics Slides or Pre-Reels

Different Churches do announcement loops different ways. What about using Loopable motion graphics videos that work with each other to add some movement and life to your slides?

Video Announcements

Usually talent-driven videos sharing announcements with your congregation.

The "Meet Our Pastor"

This can be a short bio piece on your pastor or staff. This video can show your pastors family and things about him your congregation may not know. Keep these brief and fun.

The "What to Expect"

You can use this type of video to show visitors to your church what to expect when they visit. Show them what your music style is, what to wear, the kids or student environments and more.

LIVE VIDEO PRODUCTION TIPS

- Your live production staff and volunteers are Worship Leaders, they bring the people in the building closer to the experience.

- When it comes to live video, keep it simple.

Topics to Cover in your Stationary Camera Operator Trainings:

1. Help your Director build a puzzle.
(building shots to work complimentary with the shot coming next)
2. How to shoot with “the end in mind”.
(how to give your director intro’s and outgo’s to your shots)
3. Comm etiquette.
(how to communicate to your Director and team on Comm)
4. How to get your focus (zoom all the way in, focus, zoom out).
5. How to rack your focus.
6. Proper headroom on pushes and pulls.
7. Definitions of Pan and Tilt.
8. How to start your pushes and pulls before the Director cue or at the “ready” cue.
9. How to come in to serve more prepared.
(Listen to playback, read through any production notes, study Planning Center)
10. How to be creative and take risks with new shots.

Topics to Cover in your Roaming Camera Operators Trainings:

1. Helping your Director build a puzzle.
(building shots to work complimentary with the shot coming next)
2. How to shoot with “the end in mind”.
(how to give your director intro’s and outgo’s to your shots)
3. Cable Management:
(how to not break cables, how to manage your cables on stage, how to roll up your cables)
4. Rack Focusing.
5. Advanced framing.
6. Advanced camera moves.

Be willing to be creative.

Be willing to take a risk. You have freedom to try stuff.

Be willing to take criticism.

Director Tips

6 Things a Good Director is:

01. Prepared.
 - Listen to playback over and over.
02. Aware.
 - Know the people you're working with.
03. Cool under fire.
 - When something is going to go wrong, don't panic.
 - Don't let them see you frustrated.
 - Celebrate the name, critique the camera number.
04. A Good Communicator.
 - Communicates clearly. Over communicate.
05. A director, not a selector.
 - Teach your cameras how to sell you shots.
06. Creative but not distracting.
 - Dissolves vs Cuts