

**The Video Launch Code**

# **Producing Your Videos For Launch**

*10 Simple Tweaks to Make Your Video Shine*

# **What's the Goal of Production?**

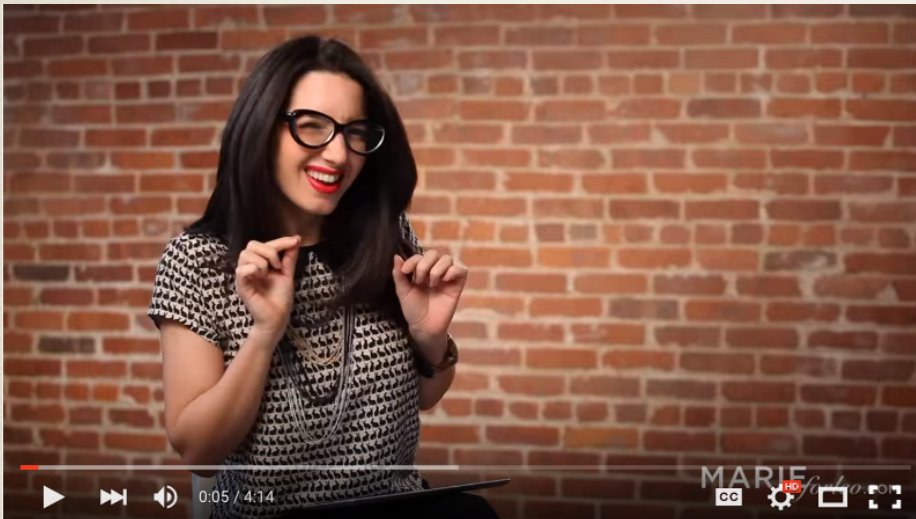
*Produce a video that projects  
professionalism and passion*

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

**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



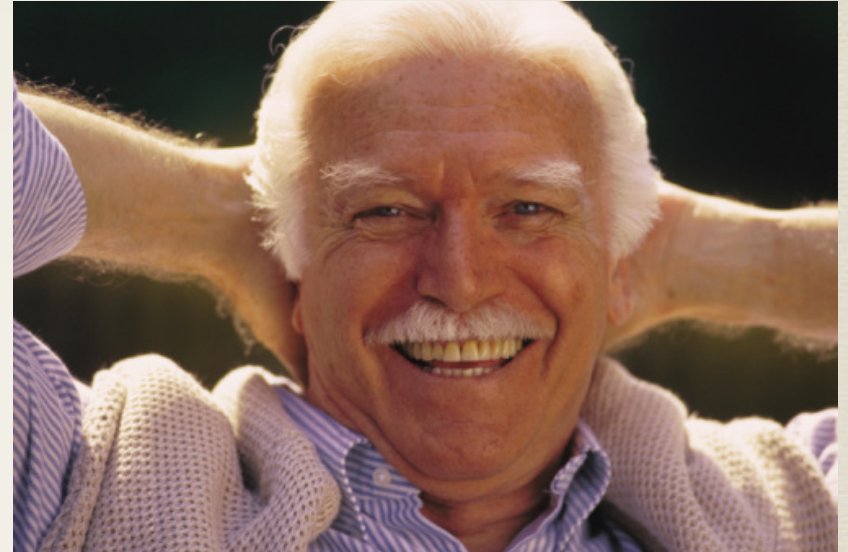


# Background Tips

**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



OFFICE WITH  
NATURAL LIGHT

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**

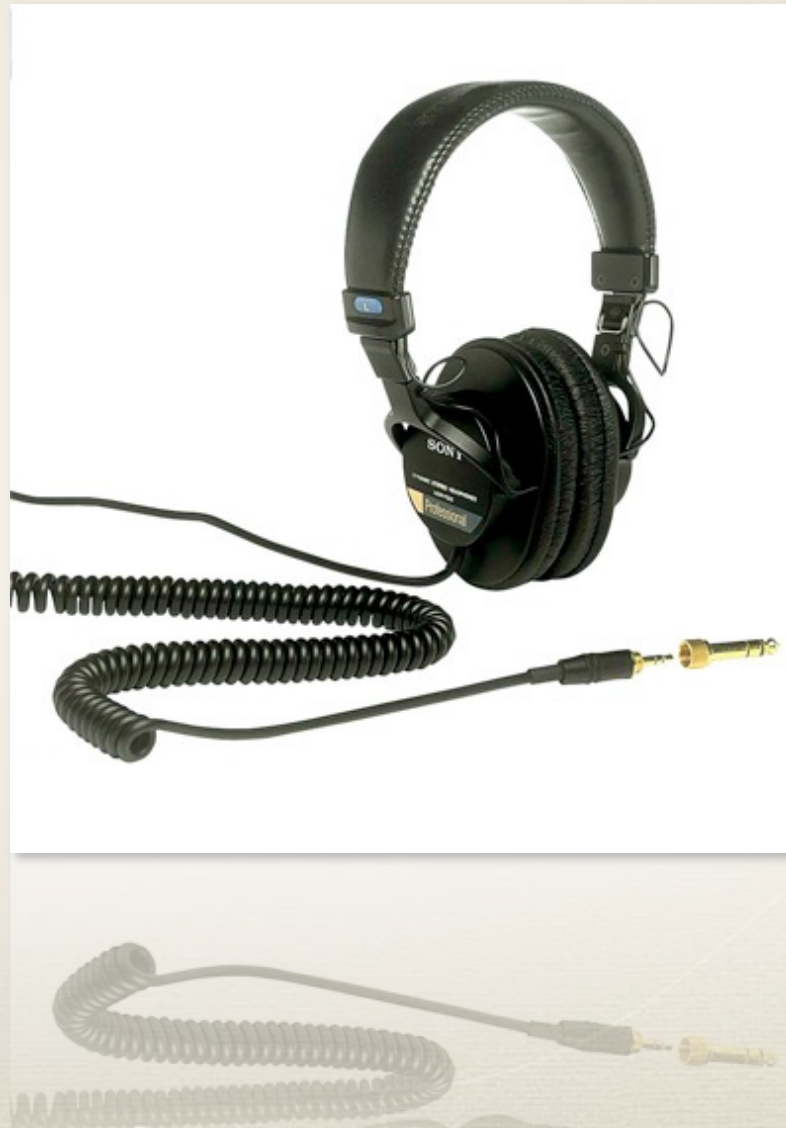
Thine Audio Shall  
Be Pleasing Unto  
Thine Ears

# Audio

## *Getting Ready*

**Check actual audio level  
in headphones**

**Actual sound could be simple static**

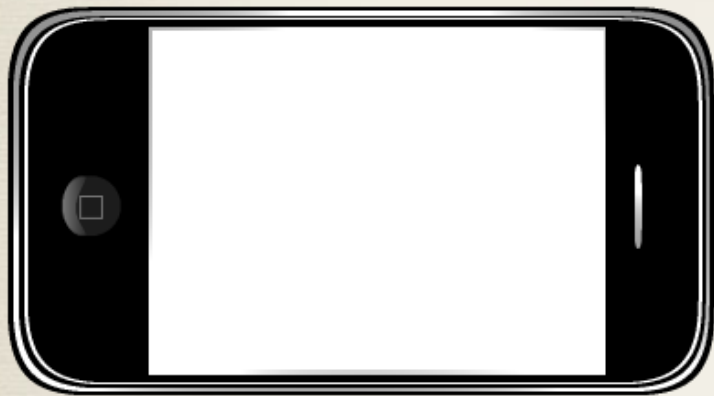


Thine Audio Shall  
Be Pleasing Unto  
Thine Ears



# Audio

## *Phone Tips*



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

**ATR-3350**



**Best Ultra-Cheap Mic We've Found**

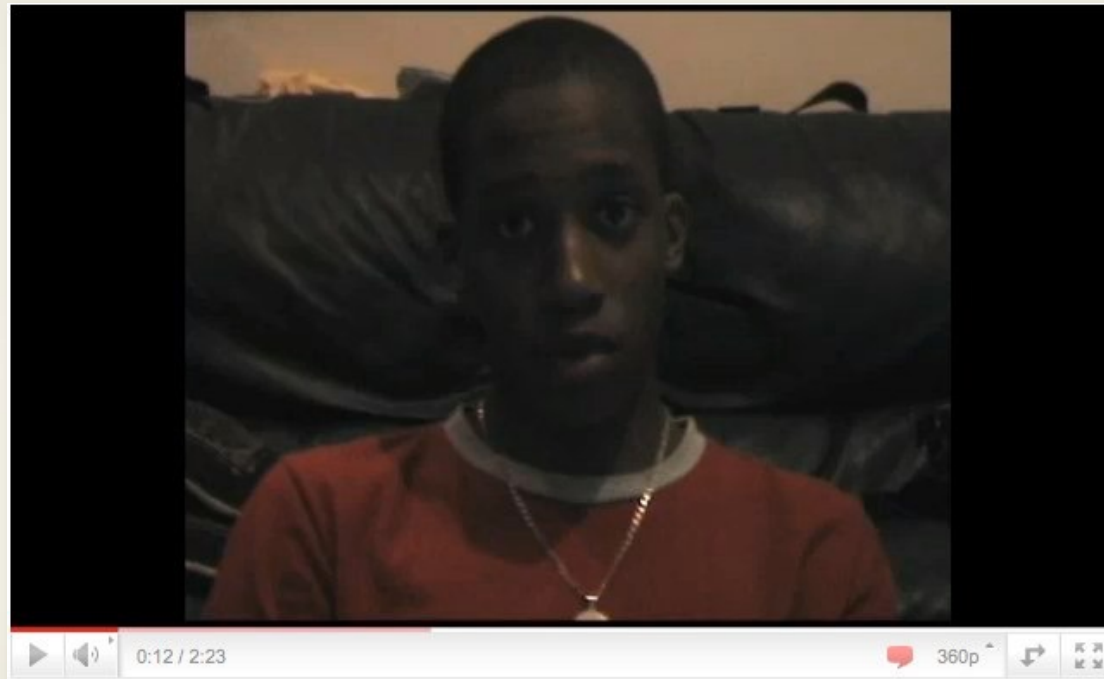


**Don't forget the adapter! (KM-IPHONE MIC)**

Thine Audio Shall  
Be Pleasing Unto  
Thine Ears

# Exposure

*You can't trust your eyes Pt. 1*



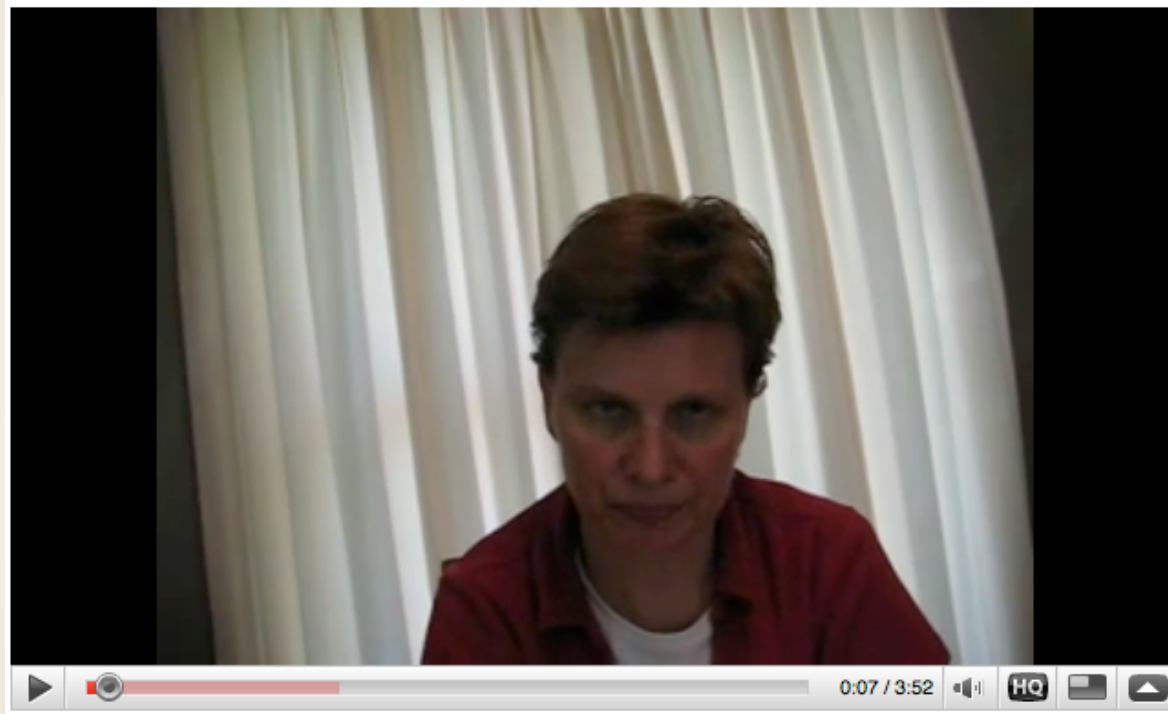
**Lack of exposure = lack of contrast**  
**Background close to facial coloring = lack of contrast**

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

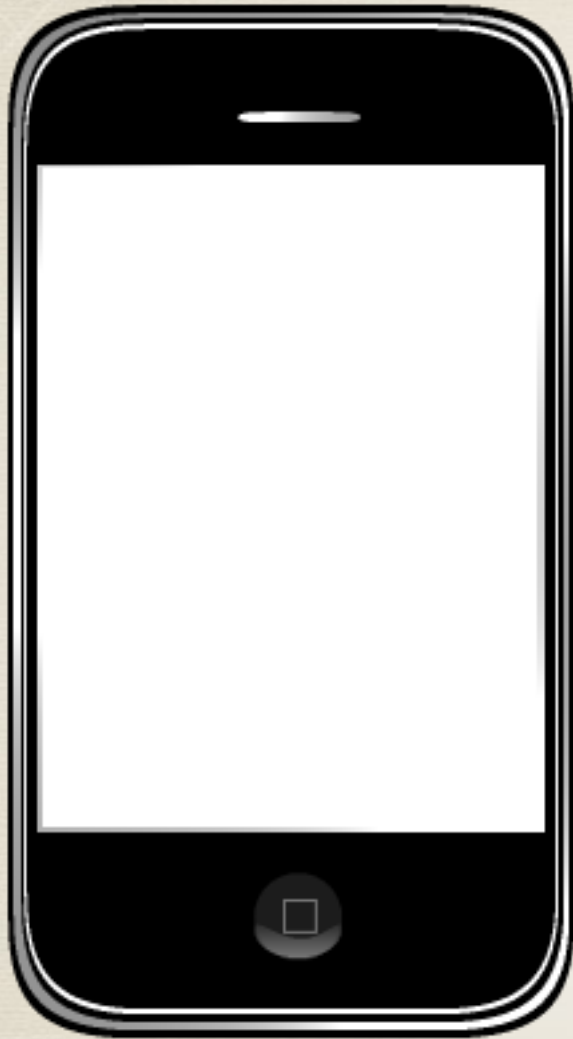


Thy Focus Shall  
Be Sharp  
as a Serpent's  
Tooth



# 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 EBM videos.  
Use the following criteria:**

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

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