

DIY VIDEO CHECKLIST



Videos can be a really key component in helping you market your products and services. They are highly digestible and engaging, making them easy to consume and a popular medium of communication for businesses of all shapes and sizes. And guess what? You don't need a whopping big budget to create something good. Just look at TikTok, anyone can star in, record and edit their own video these days. That's not to say that experts aren't needed when you want to produce something professional and polished. But what we're trying to say here is that there is definitely a place for video content that you produce yourself - particularly when you're just starting out and the budget is low.

In order to get the best possible outcome first time, there are a number of things to plan and consider. Regardless of the type of DIY video you're looking to produce, the key considerations are the same...

► EQUIPMENT

■ Camera

You will need something that can record in at least high definition (HD), whether that is a laptop, phone or camcorder. Most devices will come with HD-ready cameras as standard but double check if you're unsure.

■ Tripod

If you don't want a hand-held, wobbly look and feel to your video, a tripod is a good idea.

■ Microphone

If you're recording audio/someone speaking, a microphone is the best way to capture this. Mics that connect to your phone, laptop or video recorder can be affordable and highly effective. Consider whether you need a hand-held microphone or a 'lapel' mic so your hands are free. If an external mic isn't an option for you and you're going to be using the in-built microphone in your device, be sure to film in a quiet location.

■ Lights

A simple ring light will brighten up your face, or if it's a product or process you're filming, LED lights can make the world of difference by making the overall video feel more cheerful and engaging.

► LOCATION

■ Video type and purpose

Everything needs to marry up, choose a location that suits the type of video you want to create. Your video's background will help to add context and in some cases, reputability.

■ Accessibility

Find out if you need permission to film at your location, and how accessible it is for everyone involved.

■ Noise levels

This is a really important consideration because unwanted background noise is not always easy to remove in the editing process. Voiceovers are best recorded in smaller rooms with soft furnishings. If you're filming outside, choose a quiet place and time of day.

■ Lighting

Lighting can make or break your DIY video. Consider glare from the sun on your camera lens, artificial lighting frequencies, windows and shadows. If you are recording inside, set up facing the window so that the natural light is shining on you and not behind you.

➤ PRE-PRODUCTION CONSIDERATIONS

■ Orientation

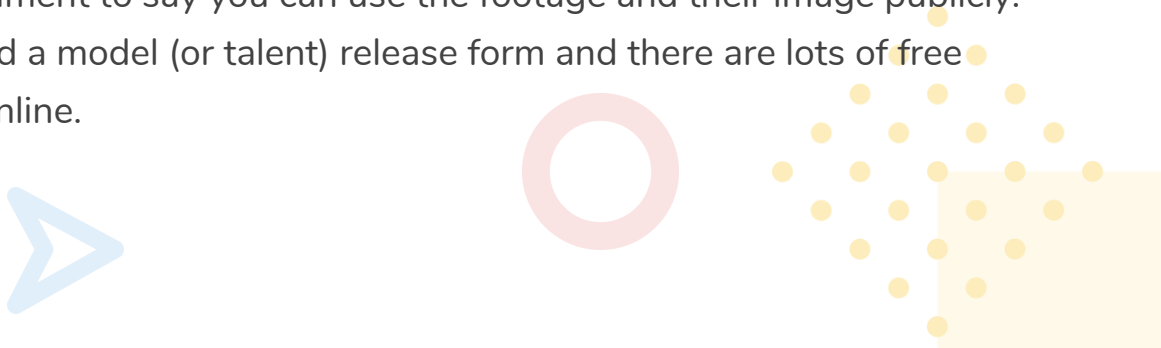
Think about the video's final destination. If it's YouTube or your website, filming in landscape is better, if it's Instagram then portrait is better.

■ Who

Know who will be involved on the day. Consider everything that needs to be done and how many people will be required to pull off the job.

■ Permission

If there's people in front of the camera, you'll need to get them to sign a simple document to say you can use the footage and their image publicly. This is called a model (or talent) release form and there are lots of free examples online.





Attire

If you're filming people, there may be a dress code. Make sure they know what to wear. Try to avoid clothes with intricate patterns including dots, lines, checks and stripes that may cause a distracting wavy effect in your footage, this is called moiré.



Content

Ensure everyone involved is clear on what the video is about and what needs to be covered. Consider if scripts or auto-cue is required.



Schedule

A schedule is always a good idea but especially if you are filming more than one person/product/process, or at more than one location in a set time frame. You also need to factor in how many times you will be filming each take, allowing for mistakes and external factors. Circulate the schedule ahead of time so everyone knows where they need to be and when.



EDITING



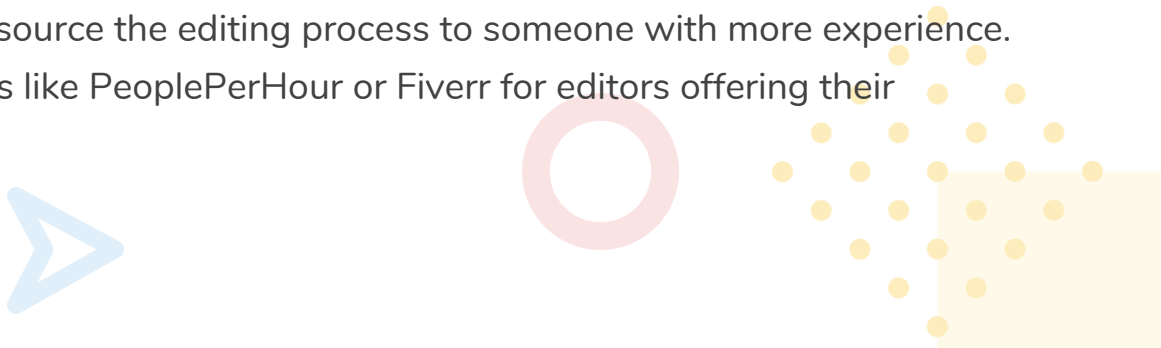
Clear vision

Before you begin editing (or briefing someone else to edit), ensure you have a clear vision of how you want your video to come out. Find examples or draw up your vision so you're not wasting time.



Outsourcing

Depending on the intricacy of what you're trying to achieve, you may need to outsource the editing process to someone with more experience. Look at sites like PeoplePerHour or Fiverr for editors offering their services.





Software

If you're giving the editing a go yourself, there are a number of free editing software options available online, or if you have a MacBook or iPad you can use iMovie for free.



Audio

Consider if your video needs music or a backing track. Choose something that complements the theme and tone of the video to create the desired effect and sentiment. Sites like audiojungle have reasonably priced tracks and sound effects. If the video's end destination is a social media platform like Instagram or TikTok, these apps have their own tracks you can add to your footage at the point of upload.




Stock footage

If you're after some royalty free stock footage, sites like Pixabay are a great place to look and can help add context and interest to your video.



Tutorials

You may want to look at some free tutorials on YouTube or online learning platforms such as LinkedIn Learning for tips on how to create better videos for your audience.



► DEPLOYMENT

■ Hosting platform

Upload your video(s) to YouTube or Vimeo or some other hosting platform so you can embed them on your website or link to them in social media posts.

■ Track results

To ensure your video is achieving the desired effect and goal, make sure you're tracking results and engagement. This will help inform future videos so that you can tailor them to what your audience needs and wants and make any changes to improve the end results next time around.

