

Making online video like you've never done before



IMMERSIVE
SESSION BY
WATERSHED PR

OUR TOP TEN TIPS:

1. BE PREPARED

Get yourself ready. Think ahead. Take spares – because that friendly Morris dancer will drop your radio mic windshield into a thistle-patch at 5.30 in the morning.

2. BE DISCIPLINED

Five perfect shots that make a sequence are better than 50 that don't. Filming is about knowing when to press record – but also when NOT to.

3. LOVE YOUR CAMERA

Know what it can do and how to make it do those things as quickly and as smoothly as possible. Practise. Practise. Practise.

4. KNOW YOUR PURPOSE

What attributes of a brand or a place or a person are you showing? What are the core ideas?

4. MAKE IT PERSONAL

Bring things to life. Discover details. Tell stories. People should talk straight to the camera, as to a friend.

6. SPEAK UP – I'M NOT DEAF

Always take care recording people's voices and natural / mechanical sound. Use sound to create atmosphere, nudge stories on, help with edits.

7. GET IN THERE

Use your senses. Anticipate. Move. Close in. Don't wear a fancy frock if you're shooting inside a kiln. Use your camera for what it's best suited for. If you can safely get it into small places, use it in small places.

8. REMEMBER THE WITNESS

What does the audience want to see next? A close-up on the hands? A gorilla? Every shot has a clue. What curiosity do you need to satisfy?

9. SAY WHAT?

Your script should tell people what they can't work out for themselves by looking at the pictures, listening to the sounds and hearing clips from people. Make it stimulating.

10. MAKE IT MEMORABLE, MAKE IT NEW

Produce something distinctive and it will interest people for years.

In Numbers

- The first **15 seconds** of your video are crucial
- The optimum length for online videos is **60 - 90 seconds**
- **4 seconds** is the average length of a shot in a news piece
- In Quantum of Solace the average is **1.7 seconds**
- When filming, hold shots for **10 seconds** (more if need be, of course)
- **5 shots** make **1** traditional basic sequence
- When scripting, allow for **3 words per second**
- Wait **1.5 - 2 seconds** before speaking at the start of a piece
- Wait **2 seconds** before showing a name caption - then give it about **6**
- Video is **50 times more likely** than text to appear on the **1st page** of Google searches
- Classic filming ratios. News: shoot **20 mins** for **1 minute**. Documentary: shoot **1 hour** for **1 minute**. Feature Film: shoot **1 day** for **1 minute**.

FURTHER READING



Herzog on Herzog



On Film-making
Alexander Mackendrick



The Conversations
Walter Murch and
Michael Ondaatje



Directing the
Documentary
Michael Rabiger



The Television
Reporter's Handbook
Vin Ray



Grammar of the Shot
Grammar of the Edit
Roy Thompson
Christopher J. Bowen

TYPES OF PROMOTION

EARNED: The theory - make a video good enough and it will promote itself. If it goes viral people will happily share it. In practice, every video needs support. Use YouTube Insights to see where viewers come from and what they like best. Can you PR your video into a story in its own right?

OWNED: Put your video on your own website, pages, channels, accounts, profiles, newsletters... Let people know it's there. Use bit.ly to check on links are doing.

PAID: Pay to be a Promoted Video or take out adverts. But Earned is better!

WAYS TO PROMOTE YOUR VIDEO. TAG WITH KEYWORDS. ADD A FULL DESCRIPTION - TRANSCRIBE YOUR SCRIPT. EMBED INTO YOUR WEBSITE. LET OTHERS EMBED IT. LET OTHERS PLAYLIST IT. ADD A LINK TO YOUR EMAIL SIGNATURE. ENGAGE WITH YOUR FANS AND FOLLOWERS ON FACEBOOK AND TWITTER. FIND SIMILAR CONTENT ON YOUTUBE - ENGAGE WITH THAT. PUT YOUR YOUTUBE CHANNEL ON YOUR BUSINESS CARD. ENTER IT FOR AWARDS.

Further Viewing

Click on the link to find out more...

- <http://bit.ly/nJm9IN> - CIBA YouTube Channel
- <http://nyvs.com> - New York Video School
- <http://bitly.com/n033Eq> - YouTube TestTube
- <http://youtube.com/watershedpr> - Our Channel
- <http://bitly.com/r0Xqvl> - Coast Vid Competition
- <http://bitly.com/puKSDa> - Science of Films
- <http://bitly.com/rbcAjo> - Bike vs Antelope
- <http://bitly.com/nHYEmr> - iPad Head Girl
- <http://bitly.com/pz9RKp> - La voyage dans la lune
- <http://bitly.com/r0oyt0> - British Pathe
- <http://bitly.com/mRgXxP> - Embrace Life



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