The Office of Marketing and Web Communications is eager to help you develop your video projects to emphasize a welcoming culture at Northeastern Illinois University and to highlight the many facets throughout campus.

**Best Practices for Video Projects**

Telling your story through video is easier now than ever before using consumer-friendly equipment and editing software. Posting your videos to the Northeastern Illinois University YouTube channel allows you to share your stories with the Northeastern community and beyond.

Successful video production is complex and requires thought and planning. So before you aim your camera, be prepared with the following guidelines and tips to assist you in your project.

**Pre-production**

Your video project will be easier to execute if you plan ahead.

- Determine the goal of the video and how you will measure success.
- Know the story you want to tell.
- Define your audience and where the video will be posted.
- Determine a timeline for the project.
- Create a storyboard and/or write a script.
- Identify your interview subject(s) and location(s).
- When scouting locations make sure the lighting, background and sound are satisfactory.
- Stay in regular contact with all participants. Provide subjects with interview questions or topics ahead of time so that they may prepare. Confirm the taping date and time.
- Familiarize yourself with your camera and equipment. Don’t wait for the day of shooting to learn.
- Inspect and test your equipment. Charge the camera or ensure supply of fresh batteries. Be sure you have enough memory or tape to record the event. Test any microphones, cables and headphones.
- Expect the unexpected. Have a Plan B.

**Production**

Now that your plans are underway, you’re ready to begin taping! Use these recommendations to get good footage.

- Use a tripod.
- If shooting outdoors, keep the sun behind you.
- If shooting indoors, beware of light from windows in the background.
- Avoid zooming or moving the camera while shooting. If you must zoom in, try to do it slowly.
- Consider filming a mix of wide, medium and close shots.
- Use an external microphone such as a wireless lavalier or handheld microphone.
- Use the sound/level check and use headphones to listen for background noise. If the location is too noisy, move to another location if possible.
- Do at least two takes and check your footage. It’s much easier to do a few takes in the moment than to reschedule another shooting session.
- If conducting an interview, make sure the interviewee is not looking directly into the camera.
- To help with editing, add a few seconds to the beginning and end of each take.
• If questioning a subject solely for their responses, allow for space between questions and answers if the interviewer is off-screen. Make sure the interviewer only nods or offers other silent encouragement. Let the subject complete their thought; don’t interrupt.
• Shoot B roll footage for options during editing. Hold each shot for 7-10 seconds to ensure you have enough space to cut when editing.

Post-production

You’ve shot your video and have a lot of footage. Now what? It’s time to edit and create your story!

• Use the storyboard or script as a guide.
• Remember your story.
• Resist the temptation to use all the effects in the editor. Use simple transitions. The best editing is invisible; the viewer should not notice it.
• Do not use copyrighted music, images or video.
• Keep it simple. Too much information complicates your story.
• Keep your finished product’s run time under two minutes.
• Consider using subtitles for audience accessibility.
• Proofread carefully any text that appears onscreen.
• When identifying speakers, buildings or programs, use the Northeastern icon to lead the title graphics.
• Bookend the video with the Northeastern logo. The image should remain onscreen for five seconds.
• Make sure audio levels don’t peak into the red. This means they are too loud.

Branding and Identity

Be sure to include the appropriate element of the University’s brand messaging (Learn. Belong. Achieve. Transform. Lead.) in your story. Graphics and images from an existing University video campaign will help align your own video with any communication or marketing efforts.

Marketing will supply the proper graphic elements (logo, typeface, etc.) for your video. Please be aware that Marketing must screen your rough cut prior to final distribution.

If you have any questions, require graphic elements or if you would like to set up a consultation session to assist you in your project, contact Marketing and Web Communications at marketing@neiu.edu, include the text “(Area Name) Video Project” in the subject line.

Northeastern Illinois University
Production and Post-production Resources

University Technology Services
Media Services
E 108
(773) 442-5060
Call-ctr@neiu.edu

For project requests, please contact James Nguyen, T-Nguyen8@neiu.edu or (773) 442-5059.

Multimedia Learning Resource Center
Multimedia Recording Studio
Library 303
(773) 442-4560
MLRC@neiu.edu
http://library.neiu.edu/technologyhelp/mlrcstudio.html