



Producing Video Clips for Your Library

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Washington State Library



SOS

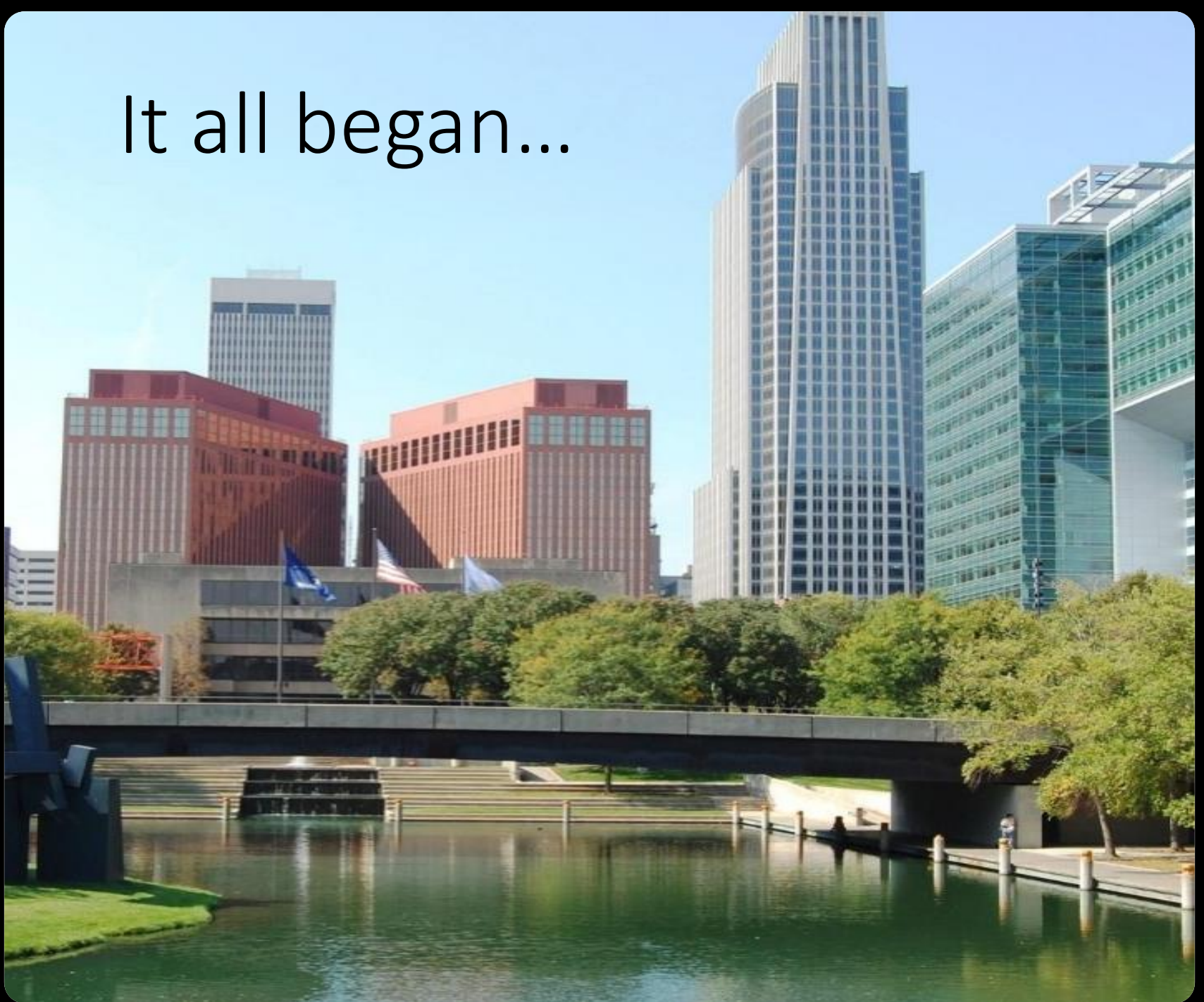
Office of the Secretary of State

Washington State Library



INSTITUTE *of*
Museum and **Library**
SERVICES

It all began...



A professional sports photographer is shown from the side, heavily laden with equipment. He is wearing a light-colored cap and a white t-shirt. His gear includes a large camera on his shoulder, a tripod, a large white water bottle, and a black bag with a red "DIA" tag. He is holding a camera up to his eye, ready to take a shot. The background shows a golf course with other people in the distance. The image is framed by a film strip border.

Before
you lift
the
camera



Get buy-in

A photograph of a library reference desk area. A large, curved red sign with the word "REFERENCE" in white capital letters hangs from the ceiling. Below the sign, there are several wooden service counters. Two people are seated at one of the counters, looking at a computer monitor. In the background, there are bookshelves filled with books, a green exit sign above a door, and modern pendant lighting. The entire image is framed by a black film strip border with white sprocket holes.

REFERENCE

Schedule time
away from the desk



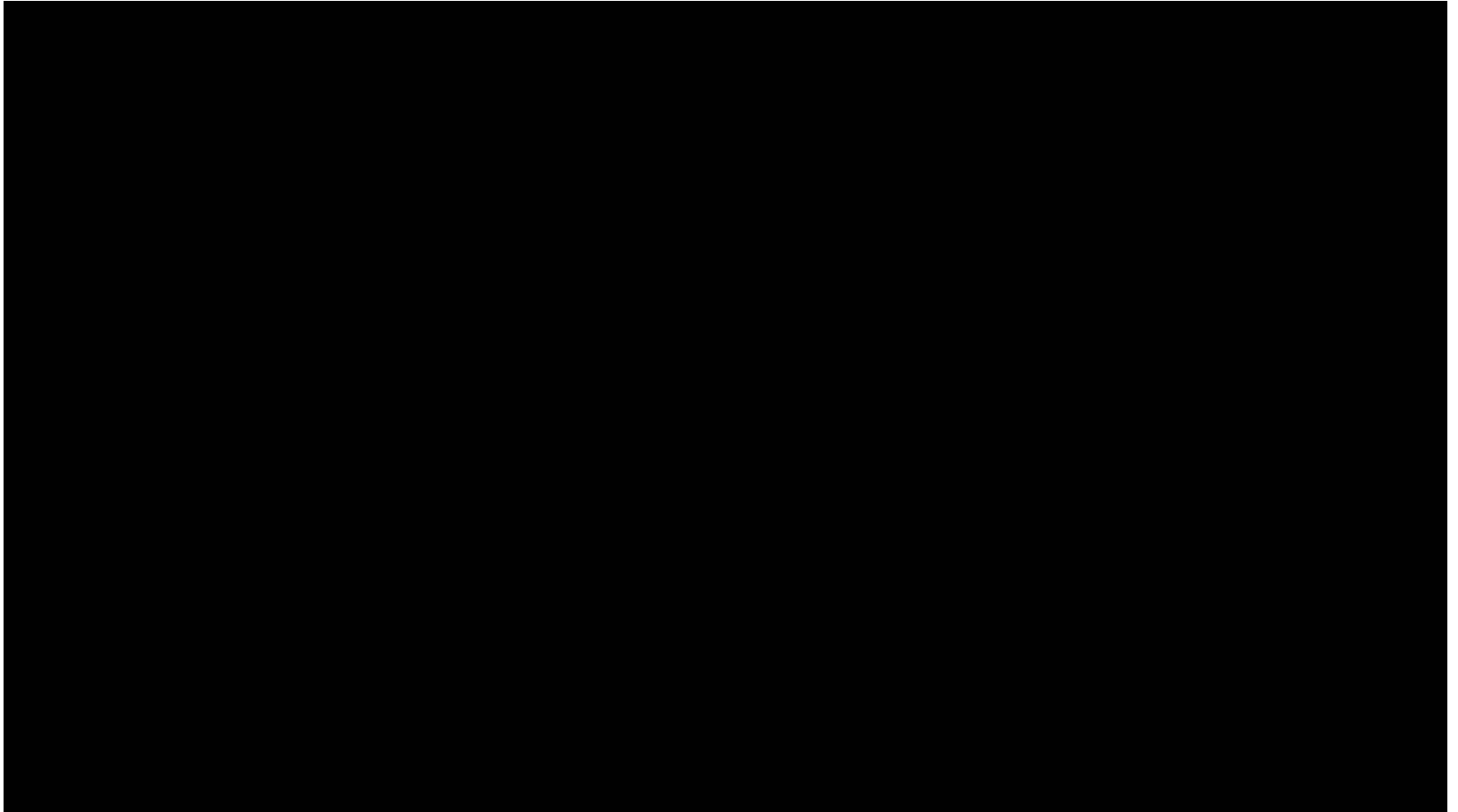
FINISH

Not just one and done

A professional audio mixing console, likely a Yamaha ProRack model, is shown from a top-down perspective. The console is dark blue and features a large central LCD screen displaying a digital mixing interface with various sliders and buttons. Below the screen are several rows of physical controls, including faders, knobs, and buttons. The text "Maintain control" is overlaid in a light blue semi-transparent box across the center of the console. The entire image is framed by a black border with white rectangular cutouts, resembling a film strip.

Maintain control

LibraryNow





Get staff
involved

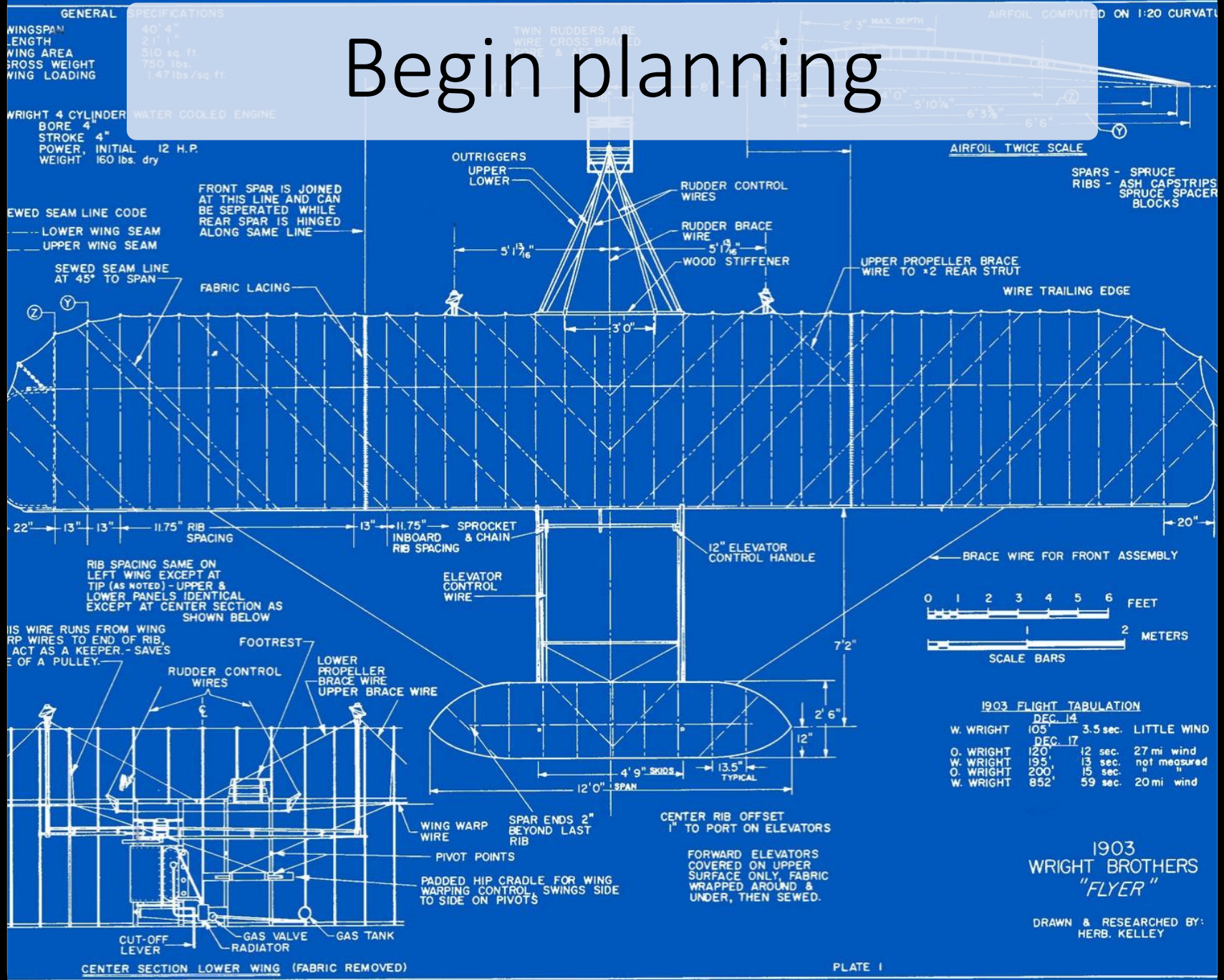


Types of video



Know your
audience

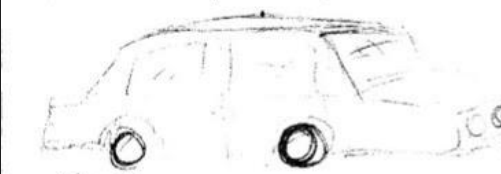
Begin planning



CHARACTER IDEAS...

- Alcohol
- Coca-cola, fanta etc.
- Water
- Bottled/cups
- Vegetables + Fruits
- Apple
- Orange
- Microwave food
- Tin food

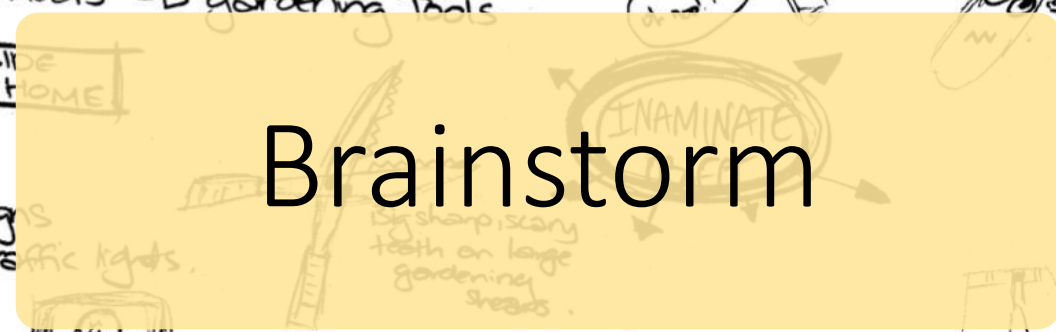
Fighting between water and coke (or any fizzy drink)



- Limos
- CARS
- Motorbikes
- Scooter
- Go-ped
- Rollerblades
- Skateboard
- Lawnmower
- shears
- gardening Tools



- Cigarettes
- lighter / matches
- Meat
- Sausages
- Steak etc.
- split personality



Roadsigns
- Traffic lights

- pot plants
- Rocks
- lamp-posts
- signs
- Rubbish Bins
- playground



Multiple personalities

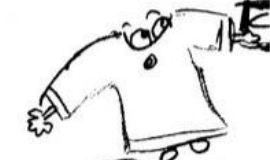
- Mirrors
- Toilets
- sink
- shower
- Photo frames
- Vacuum cleaner
- Bed
- chairs
- Cupboards
- TV

- Books
- Kids toys
- Balls
- sports equipment

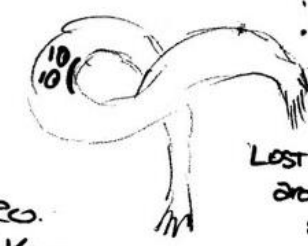
- STATIONARY
- pencils, Rubber pens
- Rulers
- Pencil case
- paper/pads
- stapler
- Spacupaint
- crayons

- Homephone
- DVD player (CD's)
- Electronics
- Play-2-boy

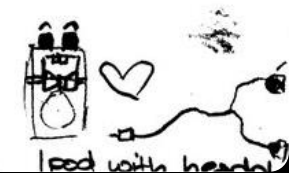
- Stereo
- Speakers
- Clock
- laptop
- Computer
- I-pod
- MP3/speakers



- T-shirt
- Pants
- scarves
- Belts
- Dresses
- Jumper



LOST SCARF flying around, finding a home.



food with heart

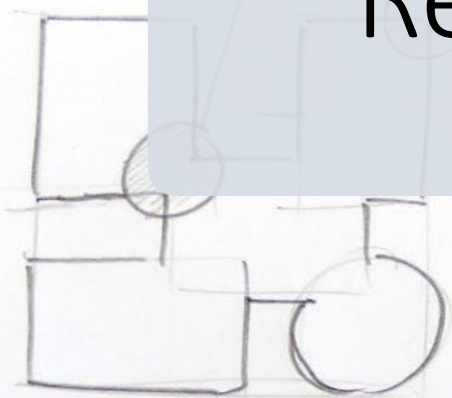
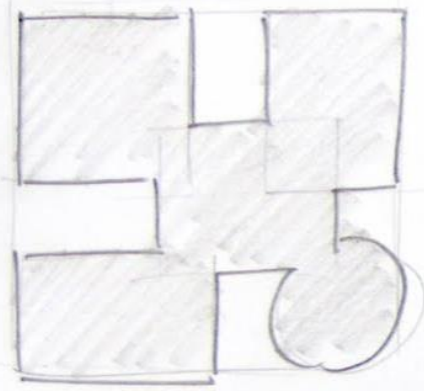
Refinement

enlarge
Neck

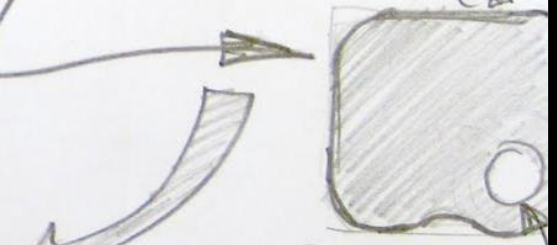
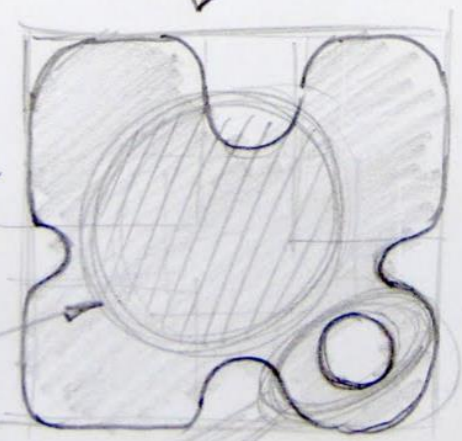
round
corners

INA
2011

Refine ideas

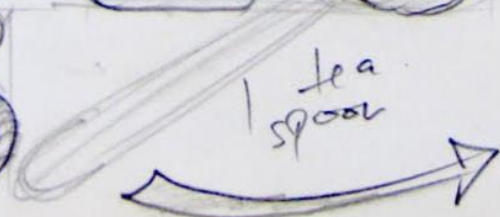
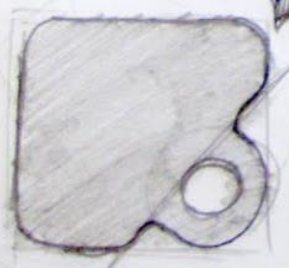


Pusher
Simplification



After further
Simplification
& modification.

Cup



Part II of

Mr 22/7

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<u>Scene</u>	<u>Copy</u>	<u>Shot Description</u>
11	Famine (VO): Famine, the cruel and gaunt, Hated of beings am I, insatiate Goddess of want. Make me a sacrifice; maidens and men I demand that you give. Give me your sturdiest infants or none of your number shall live.	Famine appears, cronelike, reaches grasping, at air
12	Irrigation (VO): But this band of cowboys,	Placard – Irrigation
13	Irrigation (VO): Maybe they will hear me as I call. No They are also heedless. On deaf ears do my entreaties fall.	Irrigation still bound, turns and reaches beseechingly other side, then lowers hands and head sorrowfully.
14	Cowboy (VO): He loves his life of danger,	Placard – Chorus of the Cowboys
15	Cowboy (VO): To fear he is a stranger, The cowboy with his spurs. He makes his angry pack O wildstomping little He greets whate'er occurs.	3 cowboys stand idly about, looking off to the horizon One – arms folded, another with hands in back pocket One takes off his hat and slaps it against his jeans
16	Harvest (VO): O on this day I've gazed the sky	Placard – Chorus of Grains and Grasses
17	Harvest (VO): But when the sun of summertime came Died with the violets growing nearby, Every year the same.	Grains and grasses, toga-clad, appear waving, then d side for lack of water

Prepare a
script or
storyboard



Production

The gear

- Quality camera
- Microphone
- Lighting
- Tripod
- Slate





Frame your shot

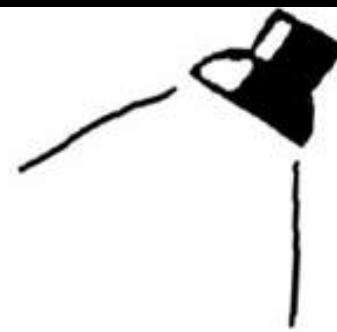
Scene structure





Audio

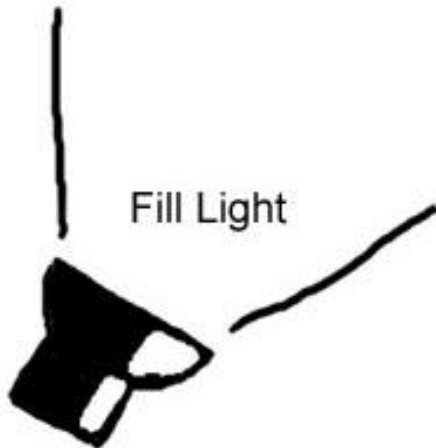
Lighting



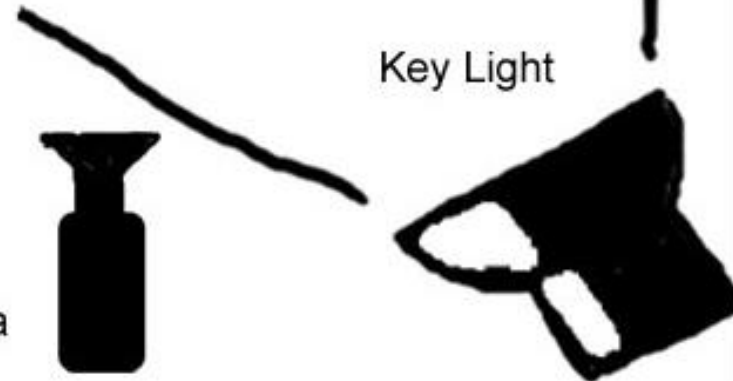
Back Light



Enthusiastic Subject



Fill Light



Key Light

Camera







Things to watch for

A photograph showing two stacks of film canisters in a display case. The canisters are arranged in two stacks: a taller one on the left and a shorter one on the right. The canisters are dark and appear to be made of metal. Some have handwritten text on them, such as "SPARK PLUGS IN AVIATION" and "NO. 342 PART 1". The display case has a glass front and a metal mesh bottom. To the left of the canisters is a decorative sculpture of a bird or creature with its wings spread, and water is dripping from it. The background is dark, and the lighting is focused on the canisters. A blue semi-transparent text box is overlaid at the bottom of the image.

Post-Filming



Transferring
the video
for editing

Editing the final footage

1. Capture Video

- Capture from video device
- Import video
- Import pictures
- Import audio or music

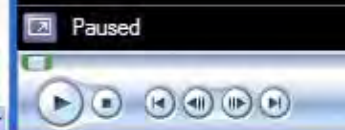
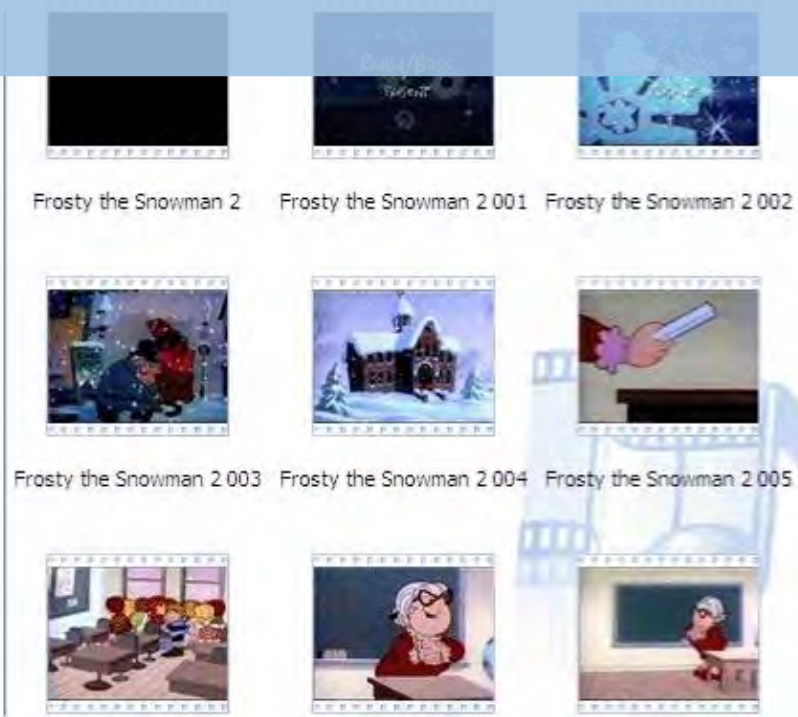
2. Edit Movie

- Show collections
- View video effects
- View video transitions
- Make titles or credits
- Make an AutoMovie

3. Finish Movie

- Save to my computer
- Save to CD
- Send in e-mail
- Send to the Web
- Send to DV camera

Movie Making Tips



Show Timeline



Special effects





Exporting the
final project

Toronto Public Library



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