

# Production Tips

## Storyboarding

- A storyboard is a simple planning device used to sketch out the actions of a story.
- It's more important to capture the actions of the story than it is to produce quality art. Stick figures and other basic drawings are common in introductory storyboards.
- You can illustrate camera movements or people walking in storyboards by drawing arrows within your storyboard.
- The storyboard should contain a basic drawing of what will happen on screen, as well as information about other relevant elements — movements, interactions (e.g. dialogue boxes), sounds, and location.

## Interviewing

- If students are recording the interview on tape, make sure that they arrive early and leave plenty of time to get the technical elements (camera, audio, etc.) in place.
- Both the interviewer and the interviewee should be seated comfortably.
- Students should come prepared with as much background information as possible so that they know the person inside and out.
- Students should ask open-ended questions that prompt the person to speak about emotions—how they feel about something.
- Try to have the interviewee reference an anecdote, a story, or a photograph that they can elaborate on.
- Students should be aware of potential noise distractions. If they are filming outside, they should find a quiet location.

## Filming

- Use a tripod for interviews to stabilize the camera.
- Make sure that the backdrop for the interview is interesting and makes a connection with the subject.
- Set up the interview so that the person is not looking directly into the camera.
- Choose a quiet location so that there will be no audio complications.
- Think about the audio. You may not want to rely on the camera's microphone. If the camera has a separate audio jack, use a shotgun or a lavalier microphone.
- Film more B-Roll (non-interview footage that is used to help tell the story) than you think you will need. Lots of B-Roll is helpful to have in the editing process to cover certain cuts (see editing tips).
- Make sure that the lighting is appropriate.

## Editing

- Use a storyboard to organize the piece.
- Show, don't tell. Stay away from "talking heads" and use B-roll to fill out the story.
- Know the material. Don't begin editing until you have the footage nearly memorized.
- Incorporate motion. Don't be afraid to use shots that have motion, as it often makes the piece move along more swiftly.
- Don't overuse dissolves. Try to stick with straight cuts.
- Pay attention to the audio edits as well.

## Web site production

- Create a flow chart.
- Keep the web pages clean. Don't try to put too many images or text on one web page.
- Give lots of thought to how the site will be designed and laid out.
- Scan in photos at a low resolution so that pages don't take long to download.
- Always keep the top level navigation accessible.
- Make the home page as inviting as possible. Many users won't go beyond that page if it isn't attractive and well put together.

*(created by Just Think)*