

# 10 Rules for Shooting Great Video

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1. Use a Storyboard and Script, but leave room for happy accidents  
Planning is necessary to keep time constraints and the process in motion, but be aware that you might stumble across some real gems. Not sure how to create a Storyboard? [Click here](#) to read a simple Princeton University PDF from their New Media Center!
2. Assemble/make props, costumes, everything you need BEFORE you start. The time that you set aside for shooting videos can move very quickly. It pays to plan ahead and be prepared.
3. Choose the biggest, loudest, best personalities to feature in your videos. Not only is it necessary to have someone who speaks clearly, but someone who has an opinion that they are willing to share.
4. Choose your location wisely--lighting, noise, convenience and color temperature. If you are shooting a video about Fall activities at your library, don't stand in front of the refrigerator. Think about location!
5. Use cue cards or teleprompter apps. Here's a free tool called [Free Teleprompter](#).
6. Camera Settings: Shoot in HD (1920x1080 resolution) and be sure to be in a good location to pick up your desired audio. If you are using a Library ProKit, your camera's default is HD. You also can use the lavalier lapel mic to help get great sound. If you're doing voiceover work, use the Blue Yeti USB mic included in the Kit.
7. Use headphones if possible: This tip will allow you to hear what your video viewers will eventually hear. It also helps you to concentrate on the content rather than background noise.
8. Get as close to your actors as possible: Proximity to your subject matters. It will focus the video (and the viewer's attention).
9. Change up your camera angles: Use establishing shots. An establishing shot is usually the first shot of a new scene, designed to show the audience where the action is taking place. It is usually a very wide shot or extreme wide shot. Think of what a video will look

like in the end. It is more appealing to have a variety to look at than one head-on shot.

10. Watch your footage before you move on: If you don't do this activity, how will you know if you need to reshoot? Keep in mind that your time is valuable. Don't make a project take twice as long because you've not gotten exactly what you need the first time.

Want to check out more of what Karen and her staff are doing at the Barrington Area Library with video?

Check out their Youtube Channel: <https://www.youtube.com/user/barringtonlibrary>