How to Make a Video: Tips and Tricks

Step 1: Plan out your video
When planning out your video, try to think of things you know people want to know about. It helps to draw up a quick survey and send it out to reach a wide audience.

Step 2: Brainstorm
Try to think of the most useful aspects of the topic you chose. If there is anything that a large number of students were unfamiliar with, focus on that.

Step 3: Write a script
This part can be a lot of fun. When you write the script, think of it as if you were trying to teach something to a friend – you want them to learn it, but you want them to have a good time.

Step 4: Prepare a storyboard
The storyboard is there to help you plan out what you want to shoot before you shoot it. The more you plan ahead, the less time you will spend shooting.

Step 5: Send to the librarians
We want you to have a lot of creative freedom, but we’d also like to make sure it is in bounds. Send your script to the librarians for feedback before you shoot so you’ll know everyone is happy.

Step 6: Revise and edit
When you get your comments back from the librarians, revise your script and get ready to shoot. If you disagree with their comments, talk to them and see if you can compromise.

Step 7: Check out materials
You can reserve a camera here: https://webcheckout.elon.edu/webcheckout/
Just login with your Elon username and password and follow the instructions on the screen. If you’re a beginning filmmaker, Flip cameras are a good choice for video making, but feel free to get as advanced as you want.

Step 8: Film
Try to walk slowly when you film and don’t shake the camera around too much – it tends to make people dizzy. Also, make sure you get a couple good takes for every shot. This will ensure that you have plenty of options to choose from when you’re editing.

Step 9: Edit your video
Elon has two different editing programs: iMovie and Final Cut Pro. There are advantages and disadvantages to each:
- iMovie – extremely user friendly and geared towards beginners. However, projects cannot be saved onto the computers, so you’ll need to finish your whole project in one shot.
- Final Cut Pro – much more advanced capabilities (and saves) but it can be very difficult for beginners to learn.

Step 10: Send to the librarians
The librarians will give you the final thumbs-up and add your video to the about:belk blog.

Thanks for your contribution!