

Planning the Video

- **Decide the purpose of the video** – Is this video for training, outreach, or volunteer recruitment? The purpose of your video can affect scripting, shooting, and production. If you want to put a presentation online, you might not even need a video camera, just software that will record actions on your computer.
- **Script your video** – A video’s script should include both dialogue and actions. Read your script aloud to ensure that it is accurate and clear. Consider having others read your script as well.
- **Practice** – Nothing contributes more to a successful video than practice. Practice will help iron out any kinks in your script and avoid stilted performances. Do not be afraid to record your practice sessions so that you can pinpoint areas for improvement.

Video Information

For those interested in making them, videos can be a useful tool for training, outreach, or recruitment. More information on distributing your videos once they have been made can be found in “HAPSavers – Distributing a Video.”

Recording the Video

- **Software** – Most software will combine the ability to transfer video from the camera, convert it into a proper format, and edit it. When selecting video software, choose one that fits your needs.
- **Camera** – You will need a method for recording your video. Digital video cameras require no film and little training, meaning that you can record as often as you wish.
- **Microphone** – Most cameras will come with a built in microphone. However, even an inexpensive external microphone can dramatically improve audio quality. Test your camera and decide if an external microphone is needed.
- **Environment** – Avoid external distractions when recording. Find a place where outside noises will not intrude on your video and bright colors will not distract. If you are recording a presentation, make sure your computer is free from unnecessary programs, shortcuts, and distracting backgrounds. A plain environment will go a long way toward making your video easy to follow.

Video Software¹

- Adobe Premiere – www.adobe.com/products/premiere
- Pinnacle Studio – www.pinnaclesys.com
- Roxio Creator – www.roxio.com
- CyberLink PowerDirector – www.cyberlink.com
- Microsoft Movie Maker – www.microsoft.com
- Camtasia – www.techsmith.com

Editing the Video

Once you have recorded your video, you will need to cut out mistakes and unnecessary sections to create an edited and professional product. The process is different depending on your software, so take time to read the manual. In addition, there are many tutorials and communities available online. Making and editing a video does not need to be a difficult process, so acquaint yourself with your equipment and software, and do not forget to practice!

¹This list is not meant to be inclusive. Selection of video editing software should be specific to your program needs. HAP does not endorse or recommend any particular video editing software.