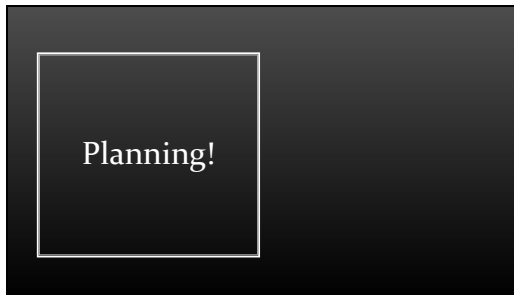


Slide 1



So you might be asking if you have to be James Cameron in order to create a great video for your course. And the answer is, of course not! But there are some Hollywood techniques that will help you get the most out of your investment of time.

Slide 2



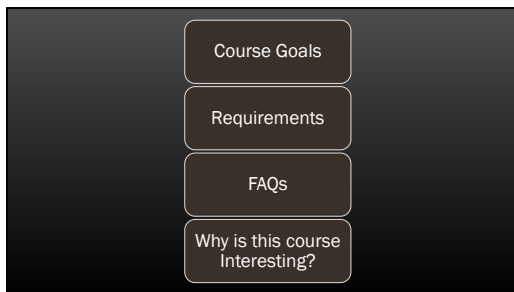
The real secret to great video is planning!

Slide 3



The process of creating a storyboard for your video can help you hone your presentation. Here's an example of a storyboard that was created using post-it notes. Remember that a storyboard is just an organization and communication tool. You don't need to be a great artist. But how do you start?

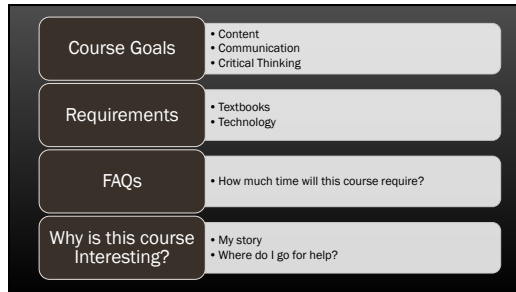
Slide 4



First, consider objectives of your video. This example is for a welcome video to send out prior to the start of classes. When the students finish watching the video, they should know the main requirements as well as what textbooks and equipment they need. Most importantly, I want them to know that the course will be interesting and engaging. So how do I do that?

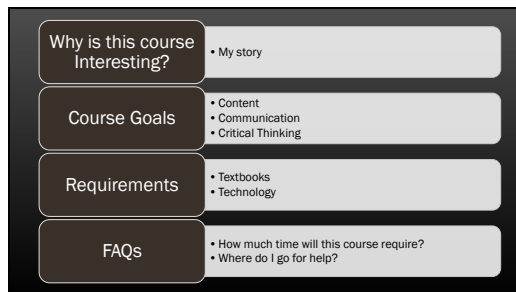
I've created a rough outline. I'll start out with the course goals. Then I can mention the required materials and list some FAQs. Finally, I'll share why I think this is an interesting course.

Slide 5



Writing out the main points of the video in an outline format can help me to see if I have a good “flow.” That is, do I have the material sequenced in a way that is interesting and makes sense?

Slide 6



Remember that your initial list or outline is just a rough idea of what you want to cover. You may find yourself moving things around to get the best effect.

Once I'm happy with the general outline, I can determine the best way to get each of these points across.

Slide 7



The word “engagement” has become quite a buzzword. But when it comes right down to it, that’s really what we want, right? Here are some things to think about:

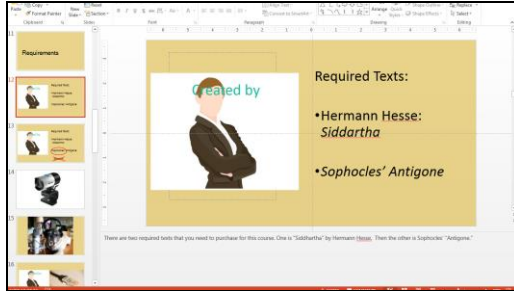
- Think beyond the “talking head”: That doesn’t mean “no talking head” but are there visuals or video that you can show to help connect your students to the topic?
- Tell a story: A good story can provide context and help students remember a concept. A personal story helps students connect with you.
- Start with something surprising. People remember things that are unusual. Start out with a crazy fact that intrigues your audience to know more.
- “B-roll” is general video that can be used to augment the main presentation. Get into the habit of shooting a bit of video and photos whenever you go into the field. Today’s cell phones make this type of shooting is easier than ever!

Slide 8



Now to create the storyboard. You can use any tool that is comfortable to you. The most important thing is that it should be easy to move the pieces around. Remember, this is an organization and communication tool.

Slide 9



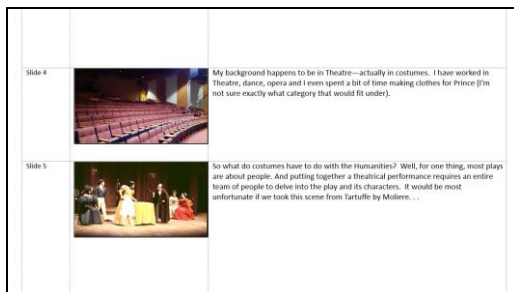
I like to use PowerPoint as a storyboard tool because it's easy to send to other people for ideas and feedback, and it can become part of the finished product if I do a screencast.

Slide 10



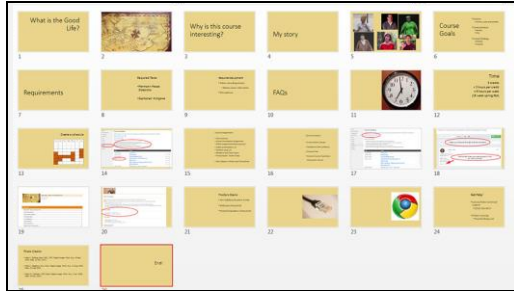
I use the notes window at the bottom to write my script. See the tips from James Babanikos on how to develop your script. You don't necessarily need to write down every word. But you want a pretty clear outline.

Slide 11



And then I can easily export the whole thing as a handout for my students.

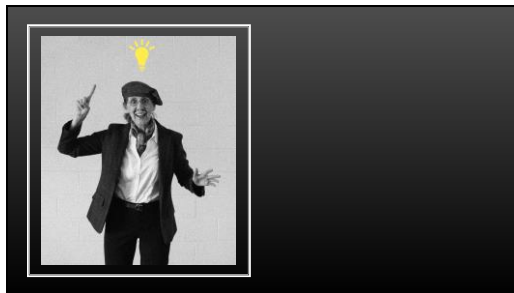
Slide
12



In the slide sorter view, you can see that I have added slides for my main points and some images from previous presentations.

Remember to keep accessibility in mind. If you have visual content that is integral to your message, briefly describe what is showing. This doesn't mean that you should put text in your slide for everything that you plan to say. In fact, the fewer words on your slides, the better because it's hard for your viewer to focus on text and listen at the same time. Take a look at Garr Reynolds' Top Ten Slide Tips if you plan to create slides for a presentation style video.

Slide
13



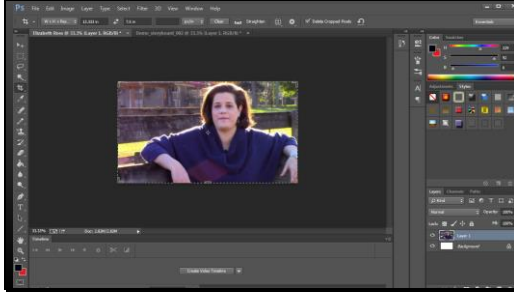
Now I can add in the elements that I want to use to support my topics. Don't wait until the day before your video shoot to do this. Why? Just like any writing, you want to give yourself some time to come with great ideas.

Use any images that help you to visualize how the video will flow. Use the storyboard template to help you figure out what types of shots and media you will need. Don't be afraid to change and move things around as new ideas occur to you.

Remember, this is just a tool! Don't stress over making it perfect.

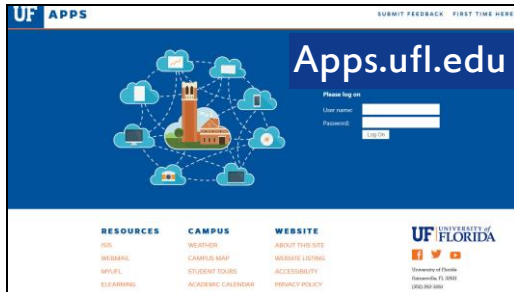
THE SECRET TO GREAT VIDEO

Slide
14



If you do use PowerPoint as a storyboard tool, you may need to downsize your images so that you can email the presentation to collaborators. Otherwise, your presentation will be so large, you may not be able to send it.

Slide
15



If you don't have an image editing program on your computer, you can use Serif PhotoPlus or Photoshop which are available to you at no cost through UF Apps. You can access these through apps.ufl.edu. While you're there, click on the home icon to check out the other apps that are available at no cost to you and your students!

Slide
16

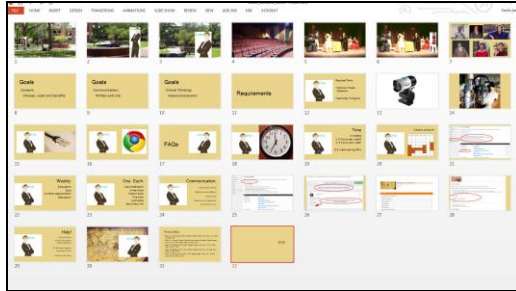


You can find Creative Commons-licensed images at search.creativecommons.org. Don't forget the UF Libraries Digital Collections as well as ArtStor.org. The library subject specialist for your department can help you to locate images as well.

Remember to cite your image sources. You can do this at the end of your video. I keep a folder within my Canvas course for "permissions" so that it gets copied over with the rest of the course material.

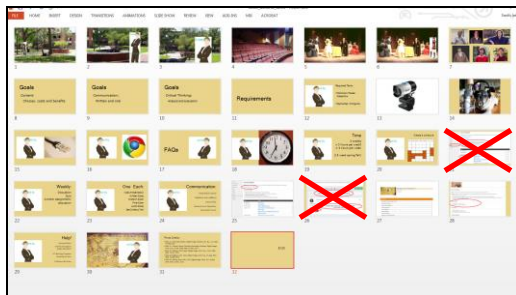
THE SECRET TO GREAT VIDEO

Slide
17



Now I have added some shots and images to explain my vision. Be sure to read your script out loud. That will help keep the language conversational and the desired length. Ideally, your presentation should be less than 10 minutes long. You can go longer if you need to, but you might also consider breaking it into multiple videos.

Slide
18



After you finished your storyboard, let it sit for a day or two. Then go back to it and remove anything that isn't essential to your main points or that might be more easily remembered elsewhere.

Slide
19

Shot #	Location	Type	Description
1	Exterior Auditorium by gator	Establishing Shot (ES)	Jennifer walks to gator
2	Exterior Auditorium by gator	Medium Shot (MS)	Jennifer stands by gator
3	Exterior Auditorium by gator	Close up (CU)	Jennifer stands by gator
4	Constans Theatre	ES	No talent
5	Bell tower	ES	No talent

If you plan to do location video, prepare a shot list for each scene. This checklist can keep you from forgetting something important.

Slide
20



We've provided a PowerPoint template with some people that you can move around to help plan out the different types of shots to tell your story. Don't stress over making it perfect. Remember that this is just a tool!

Slide
21



Once your storyboard is ready, it's time to prepare for your performance!

Slide
22

- IMAGE CREDITS
- Slide 2: Schultz, Russell. *What is a Black Body and Why is it Important? Storyboard*. 2015. Post-it Notes. UF Online, University of Florida.
- Slide 5: Morano, Kristen. *Director Has an Idea*. Digital image. *Creative Video Workshop*. University of Florida, n.d. Web. 31 May 2016.
- Slide 6: *Wo-Haw*. Dir. Russell Schultz. Perf. Elizabeth Ross. *What Is the Good Life?* University of Florida, Mar. 2015. Web. 26 Mar. 2015.
- Slide 12: *The End*. Digital image. *The Artist vs. The Lettering*. Web. 24 May 2016.