

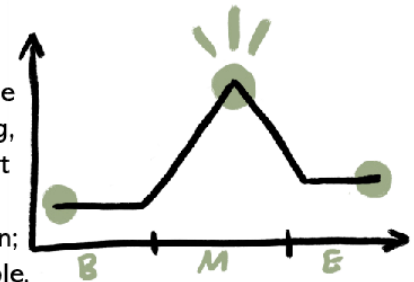


## 1 PURPOSE & AUDIENCE

Clarify your video-making purpose and your target audience

## 2 PLAN YOUR VIDEO

- Plan your video as a story: make sure you have a clear beginning, middle and end (story arc); start with a really compelling line/image; have an introduction; the ending should be memorable, e.g. a summary of content, or a motivational question?

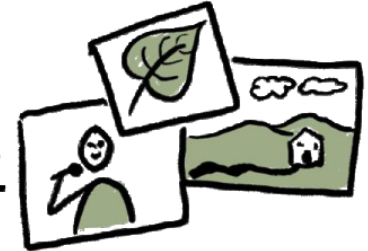


## 3 COMMUNICATION

- Develop team/group communication rules, e.g.:
  - agree on a signal that your team uses to communicate when starting to RECORD and STOPPING RECORD
  - discuss topics/question/activities with your subjects/participants before the shoot (e.g. co-develop interview questions)

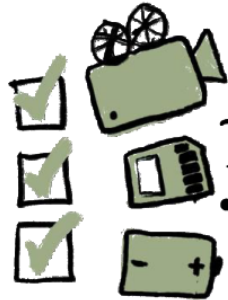


## 4 SHOT TYPES



Shot types: plan to use a variety of different shot types and consider where (for which scenes/images) you will need close ups, long shots, etc.

# PREPARATION AND PLANNING

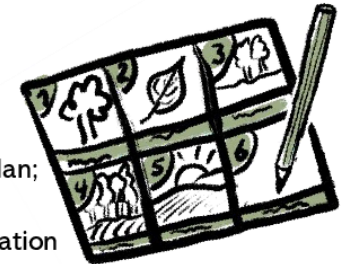


## 5 TEST EQUIPMENT

- Test equipment before shoot; charge batteries; prepare memory space

## 6 STORYBOARD

- Storyboard your shooting plan; visualise the sequence beforehand; consider integration of shot types; assess location issues and risks involved



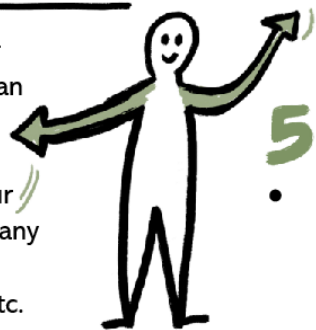
## 7 INFORMED CONSENT

- Engage with participants beforehand; provide information and explain your video project (purpose, planned audience/distribution strategy); obtain written or recorded consent to include person in the video



## 8 COORDINATE

- Based on your storyboard, plan your shooting schedule and coordinate your activities with any authorities, participants, etc.



## 9 SCRIPT

- Prepare a script (even if you want to speak spontaneously or from memory) for the speech in your video that can be pre-planned.

