

# TIPS FOR MAKING GREAT VIDEOS

Aileen O'Meara for the PRII Awards

# ONE MINUTE VIDEO

## WHAT THE VIDEO IS FOR

Continuing on from the new element of the Awards for Excellence in PR ceremony last year a short (no longer than 60 second) video on each winning campaign will be shown as winners are announced on 16 June.

The video should explain why you chose to enter the campaign: what made it special or an example of excellence.

# ONE MINUTE VIDEO

A MINUTE IS

LONGER THAN YOU THINK

IN VIDEO TERMS

I.e. you can get A LOT IN.....

180 words = one minute.

# ONE MINUTE VIDEO

DEADLINE - 7th June.

LOTS OF TIME... ?

Put in a plan in place.

Don't leave it til the last minute.



# Be creative

BE CREATIVE.

SURPRISE US!

DON'T GO FOR THE OBVIOUS - surprise your audience.

BRING ENERGY TO THE VIDEO.

# SURPRISE US

- Strong visual opening visual.
- Elephants for example!
  
- Take us somewhere we're not expecting to go.

Think outside the box.



Get the basic  
elements right

GOOD SOUND.

GOOD LIGHTING

STEADY ENOUGH.

WELL FILMED.

# GOOD SOUND

VOICEOVER - not too low, not too high.

RECORDING OUTSIDE? Make sure no wind sound.

NOISY RECORDING doesn't help.



# STEADY

SOME STYLES can go for an “on the move” look .....

You can have movement in your video, but not so unsteady it gives us motion sickness.

Use a selfie stick, or a tripod if possible, when on the move.

# LIGHTING

## PERSONAL PRESENTATIONS

- Someone talking to camera
- 
- Make sure the person's face is not in the shadow - face into the light.

# PRESENTING TO CAMERA

LOOK INTO THE CAMERA and engage  
with the lens.

TRY NOT TO READ A SCRIPT - tell us in  
conversational English.

PACE IT - PAUSE

AND...

SMILE! Talk to us, not read to us!

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# VIDEO IS A VISUAL MEDIUM

So be visual!

- Use your photos -
- **Voiceover with photos** is very effective.
- Match the photos with the script.

# MAKE A VIDEO WITH YOUR PHONE

Rehearse it.

Record a steady, bright video with  
good sound.

# EDIT ADDING TEXT

Use an App like iMovie,  
or Inshot.

Adding text brings out your points  
and engages your audience.

Especially useful when giving  
statistics

# USE SUITABLE PROPS

What props can help your video presentation stand out?

- Drinks campaign? - film at a table with the drinks.
- Internal communications? - bring us to the workplace with examples of e.g. posters/ initiatives.

# SOME EQUIPMENT TIPS

.Cheap selfie stick

. Clip on mic - use the headphones you got with your phone.

Put your phone on a pile of books on a shelf as a simple tripod.



# WORK WITH WHAT YOU HAVE

An investment in a tripod and microphone is a good investment for the future.

Work with what you have -  
whether a pile of books or a great tripod.



# BE CREATIVE

USE THAT CREATIVITY you used to get to this shortlist.

Good visuals.

Surprise your audience.

And reflect your great work.

# QUESTIONS





# ONE MINUTE VIDEO

[www.rathdownmediainstitute.ie](http://www.rathdownmediainstitute.ie)