

## COST-EFFECTIVE VIDEO PRODUCTION

### A cellphone is all you need. (Almost.)

Using video to help promote the benefits of your institution can be the difference between enrolling new students and losing them. However, you may have concerns when it comes to logistics and production costs. The good news is, that advancements in cellphone cameras have made it easier and more cost effective than ever to produce video content, but it takes a little bit more than just a cellphone. In this guide, we'll cover some best practices to help make your video the best it can be, without being expensive.

#### STORY FIRST.

All the technology and gear won't create compelling content. You need to capture the attention of your audience and quickly convey why they should interact with your content.

Think about your story, or content, by fulfilling three reasons:

1. **A reason to watch:** This is your story's hook. In this case, what is the story that will resonate with potential Reconnectors? How did the community college eliminate the barriers to take the next step? How did the community college's guidance motivate someone to enroll? Addressing these topics will help you connect with potential students and tell the story they need to hear.
2. **A reason to care:** This addresses the question of "What's in it for me?" It highlights that by taking the next step with Reconnect and the community college — there are so many more opportunities for them.
3. **A reason to believe:** This is about authenticity. Have a spokesperson who believes in this program and can be felt during their entire interview.

#### LOCATION CONSIDERATIONS.

When looking for a spot to film your subject, you'll want to find a space that is visually interesting but not cluttered in a way that it distracts from the environment. Avoid having your subject against a wall or other solid backdrop. Try to keep them 5 to 8 feet in front of the background to create separation. If filming multiple people, try to add variety to your locations to keep things interesting.

#### SOUND TIPS.

Listen to the environment. If you hear a sound, so will your camera's microphone. Try to find spaces that are without traffic or other activity that can interfere with the sound of your video. Listen for strange echoes or reverberations that might be distracting and move your subject to a location that has fewer hard surfaces. Air conditioners, heaters and other appliances also create sounds that can be troublesome.

#### SOME TECHNICAL CONSIDERATIONS.

Cellphones can record at various qualities. At minimum, make sure your camera is set to HD or 1080p quality. If your phone records at 2K or 4K resolution, you will have more flexibility with reframing your footage in your edit, but it isn't necessary. Frame rate should be set based on what you are filming. As a rule, 24fps or 30fps should be used for interviews and 48fps or 60fps should be used for b-roll. The higher the frame rate, the more you can slow your footage down and maintain the quality. Use the orientation that works for the final placement of your video. Filming horizontally will give your footage a more cinematic feel, while filming vertically will create a more social media feel.

#### Have additional questions?

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