

Video Production Basics

1. Plan

- Decide how you want your video to address content requirements.
- Get inspiration from watching examples [here](#).
- Write a script. Create a shot list. Write down any citations used.
- Plan what you need in order to film and schedule when and where.

If you don't need to film or record any footage, skip to step 4...

2. Produce

- Film what you need to convey your message (your primary footage).
- Capture extra shots to support your message (secondary footage).

3. Import

- Create a project in WeVideo.com and transfer all your footage (video and audio clips) to the project via email or cloud services.
- Back-up all your footage on a hard drive, cloud service, or email.

4. Sequence

- Drag footage into the WeVideo timeline. Make sure they are in order.
- Utilize different audio and video tracks to keep your elements organized and ensure that your message comes through clearly.

5. Revise

- Watch your video. Identify anything that could be distracting.
- Adjust audio levels to be an even and clear listening experience.
- Use transitions, text, or graphics to reinforce your message.
- Fix any distractions and cut out any unessential parts of your video.
- Insert citations at the end of your video.

6. Export

- When your video is done, export project into one file to be shared.
- Upload that new video file to YouTube, YuJa, or any other platform.
- Caption as required – auto caption available in YuJa within D2L.