

>HOUJ2VIDEO.ORG<

Get It Out There: Review Notes

Warning: *Before you upload your video to the internet, make sure it is safe information to share. Check with a ministry supervisor, colleague, or local friend. Never upload anything to the internet you don't want to be widely known!*

Should You Edit?

- Not every video needs to be edited. Sometimes the most efficient way to communicate is just to upload your unedited video straight to the internet.
- However, a carefully edited video will usually be more clear and effective than a video that hasn't been edited.

Gather Content for your Video

- Photos, video clips, and music can all help make your video effective.
- Look for content which reinforces your message.
- The internet can be a great source of free material. Check out www.freesound.org and www.ccmixer.org for some great free sound and music content. Just be sure to follow the licensing rules.
- Don't use copyrighted material without permission.

Software Help

- For help learning your software, search the internet to find software tutorials.
- Many free tutorials can be found by searching google, www.youtube.com, or www.vimeo.com. However, for a reasonable fee, www.lynda.com provides excellent professional tutorials for many applications.

Make Good Music Choices

- The right music can help your audience emotionally engage with your message.
- The wrong music can send them some place else entirely.
- Avoid music with lyrics when using a voice-over or having someone speak on camera.

Save Multiple Versions

- It's a good idea to save multiple versions of your edited video each time you make major changes.
- This makes it easy to go back and recover something you lose.

- It also gives you the freedom to cut things to make your video tighter and more clearly focused.

Use Matching Shots

- Be careful to use shots that flow nicely together.
- Avoid a “zoom-in” followed by a “zoom-out,” or a “pan-left” followed by a “pan-right.”
- Use shots that are easy to watch from one scene to the next.
- Remember the goal is simplicity and clarity.

Get a Second Opinion

- What makes perfect sense to you may not be clear to another person.
- Ask where things are confusing, or where the video move too fast or too slowly.
- Ask how the audio sounds.
- Always get someone to take a final look before you upload your video!

Think Security

- Once your video is online, you may not be able to remove it.
- Be sure you’re sharing things that are safe and comfortable to share.
- Check with a ministry supervisor, colleague, or local friend and ask them if your video is safe to share.

Share Your Story

- Once your video is completed and online, don’t just share it with your supporters.
- Be sure to also share it with friends and ministry colleagues.
- What may seem ordinary to you may be powerful and inspiring to others.
- Also it may inspire them to share stories from their own lives and ministries using video.