Agenda

1. Know Your Audience
2. Write a Script
3. Organize Your Content
4. Shoot Your Video
5. Edit Your Footage
Know Your Audience

• Who is my **primary** audience? Age? Gender? Interests? Income?
• What is the core message? Identify the **key** takeaway.
• Call to Action: **SVGives** will help us…?
Write a Script

• Keep your story simple
• Present the problem (Why should they listen?)
• Show how YOU help solve this problem
• How will you benefit from SVGives?
Keep Your Story Simple
Present the Problem that you Solve
Organize Your Content

- What equipment should I use/need?
- What audio assets do I need?
- What images will engage your audience?
- Create a story board
Shoot Your Video

• Listen carefully to your sound
• Natural light can be your best friend
• Practice makes perfect (Take many takes, as it Takes)
• Stay organized. (Logsheets & EDLs will make your life easier)
Edit Your Footage

- Pay close attention to the audio
- Stay on point. (Don’t lead your audience astray)
- Ask yourself: Do I really need this shot?
- Add music to enhance. Not distract.
Additional Resources

- Krause Center for Innovation (at Foothill College) – Has classes & a video editing lab open to the public for more information. Contact Janet Davis via email davisjanet@foothill.edu
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