WELCOME, WORD NERDS!
JOKE OF THE MONTH

HAPPY HOLIDAYS!

SALT

PEPPER

WHATEVER

Season(ing) Greetings

Instagram: @nathan_illusions
TODAY’S PLAN

> Reminder on uw.edu/brand:
  – Pride Points database

> Video production for the rest of us
  – Hannah Gilman
WHY DO WE NEED TO KNOW THIS?

> Because in the marketing world, you’re often expected to be a one-(wo)man shop
  – Writer, graphic designer, photographer, social media expert and video producer
MAKE A MISSION

> What’s the point of the video? What do you want the viewer to take away?
  – Hint: it should map back to the brand

> Who’s your audience? Define the tone and feel.
  – Hint: it should be *Boundless*
FIRST THINGS FIRST: BECOME BFFS

> Conduct an initial interview, just like you’d normally do
  – Meet on their turf
  – Scout the surroundings — this is likely where you’ll shoot
NAIL DOWN A NARRATIVE

> Use the pitch form to help narrow down the 3–4 most essential points
> Have your subject do the work for you — have ‘em give you their very best elevator pitch
> This is your outline — sketch or scrawl it, and refer to it often
STORYBOARDING

> All about the visuals? Storyboard.
  – Sketch out must-have shots
  – Capture extra shots organically

> Not an artist? That’s OK.
  – Simply make a shot list
Title: CleanCook Stoves

Scene 1

1. MEB Dw
2. Splitting logs, student
3. Fire, burning

4. Measurements
5. Student working, CAD images
6. Shelf of old beer stoves

7. Vastra Ferry
8. Driving
9. Burn, Ferribis ext
MY STORYBOARD

- Elf shot blind, Seth walks third
- Walk down hall behind Seth
- Take off coat
- Close up shot of Seth waiting
- Write shot of Seth working
Outline for narrative

1. Dad, musician, brought home new album
2. Seth hung album on walls, loved the artwork, knew he wanted to design them one day
3. went to design school, got an internship at a label
4. Internship helped shape his style + love for found / old materials – part of his story & why he loves design

SHOT LIST

- wide shots of every wall in apartment to establish place
- wide shot of Seth working from various angles
- mid shots of Seth working from various angles
- shot of Seth pulling out / flipping through record
- shot of Seth flipping through grandma's old books
- establishing shot of courtyard / building
- Seth taking off coat, coffee, getting settled
- Seth rigging through drawers of vintage packaging
- walking down hall behind Seth

B-roll

- boots on shelf
- vintage papers in kitchen
- NM permant
- posters on wall
- desk with books, brushes, coffee
- bear print
- skull painting / empty bottles
- lit plates
- coffee table
-
PROJECT: Water witching | The Story of finding water
TOTAL RUNNING TIME (TRT): 3:00 - 5:00

NOTE: Please keep in mind that this is not a 'script' in the traditional sense - these words are placeholders only and communicate a direction dependent on interviews and talent/subject delivery.

<table>
<thead>
<tr>
<th>Visual</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super close up: running hand over stick, turning over, cut to black</td>
<td>1.</td>
</tr>
<tr>
<td></td>
<td><strong>What is going on when trying to find water, what is communicating to find the water.</strong></td>
</tr>
<tr>
<td>Driving to well: Drone shot of truck driving down highway/road</td>
<td>2.</td>
</tr>
<tr>
<td></td>
<td><strong>what is witching a well.</strong></td>
</tr>
<tr>
<td>driving to well site: shot from bed of truck through back window, early morning back of head driving. Cars passing, onto dirt road.</td>
<td>3.</td>
</tr>
<tr>
<td></td>
<td><strong>Tradition, how?</strong></td>
</tr>
<tr>
<td>Close up: hand on wheel, speedometer, dashboard.</td>
<td>4.</td>
</tr>
<tr>
<td>Eyes revealed through rear view mirror</td>
<td>5.</td>
</tr>
<tr>
<td>Reveal full face</td>
<td>6.</td>
</tr>
<tr>
<td>long shot: exit truck</td>
<td>7.</td>
</tr>
<tr>
<td>open gate to ranch</td>
<td>8.</td>
</tr>
<tr>
<td>drone shot walking on ranch while witching</td>
<td></td>
</tr>
</tbody>
</table>
PRE-PRODUCTION IS PARAMOUNT

> Be mindful of time and resources
  – Subject, rented gear, hired help, battery life, etc.
RECORD THE VO

> Ask questions that point back to 3–4 main points of narrative
> Ask subject to speak freely, but be concise
> Make sure the subject repeats the question
> Any gear will do — I used an iPhone
START SHOOTING!

> Get the gear
  – Make sure everything is charged
  – …and that you have plenty of storage

> Hit all the shots on your list, then pick up B-roll
SHOOTING TIPS & TRICKS

> Never zoom — always cut to closer shot
> Hold each shot for 4 seconds on either side of the action
> Mix up shots
  – Wide, close-up, birds-eye
  – Filtering in and out of focus
  – Steady vs. hand-held
CUT THE VO

> Use video editing software, like iMovie
> Edit out long pauses or filler words
> Make sure it flows and every point is covered
EDIT THE FOOTAGE

> Use video editing software, like iMovie
> Take only the best snippets of footage — you only have 1–2 minutes
> Arrange it!
  – Balance your shots, and make sure it somewhat follows the VO narrative
PUT IT TOGETHER!

> Fiddle with color — if you dare
> Choose music that sets the tone
> Bonus points for using branded graphics
> Watch it a couple times — does it feel OK? Does it meet your goal?
> You’re done!

> https://www.youtube.com/watch?v=nePwaqKCWgE&feature=youtu.be
NEXT NERD MEETING:
Thursday, January 7
Speechwriting

On the docket:
• Writing for recruiting
• Emergency communications part deux