



UBIQUE 150 VIDEO TRAINING

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PRESENTATION FLOW

- Introductions
- Training plan (overview)
- Phase 1 explanation
 - A simple storyboard
- Phase 2 explanation
 - 3 key production requirements
- Phase 3 explanation
 - Getting ready to edit
 - Live editing demonstration
- Closing remarks
- Q&A



TRAINING PLAN

1

PRE-PRODUCTION

(PLANNING FOR YOUR SHOOT)

In this phase you will be spending most of your time planning and brainstorming what your video will be about.

You will spend time envisioning what you want the final product to look like and what you need to do accomplish this.

Typical activities: Team planning sessions, Script writing, Storyboard, Location scouting, Organizing gear.

2

PRODUCTION

(GETTING THE SHOT YOU NEED)

Now it's time to start filming! Here you will film your video from start to finish and collect any additional resources you may need (ie: voiceover).

Typical activities: Filming, Voiceover.

3

POST-PRODUCTION

(BRINGING YOUR VISION TOGETHER)

Once production is wrapped you it's now time to bring your vision to life!

In this final phase you will primarily be focused on editing your video and bringing together your storyboard and footage into a complete video that is ready to shared with the world.

Typical activities: Organizing footage, Editing, Review period, Upload.

PRE-PRODUCTION

(PLANNING FOR YOUR SHOOT)

Before even starting a script or storyboard you need to come up with a vision of what you want the end-product to look like, feel like, and to achieve.



PRE-PRODUCTION STEPS

- Brainstorm and Planning Sessions
 - What is your video about?
 - What will it sounds/feel like?
 - How will your visions be achieved?
- Scripting
 - It is not always necessary
- Storyboard
 - What does it look like?
- Gear checklist



STORYBOARD

THE DEVIL IS IN THE DETAILS

A storyboard is a scene-by-scene breakdown of your final video. Here you not only illustrate what each scene will look like, but you also decide how you are going to film it, in what location will you film, how long the scene needs to be and how one scene transitions to and from each other.

An effective storyboard breaks down every detail you need to know when it comes to filming your video so that on the day(s) of production you know exactly what to do and are not wasting any time.

- [Storyboard & Shoot Plan Example](#)



GEAR CHECKLIST

The final thing to make sure you do during pre-production is to make sure you have all the gear you need ready for the shoot date.

Make a simple checklist of the gear you will need for your shoot date.

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PRODUCTION

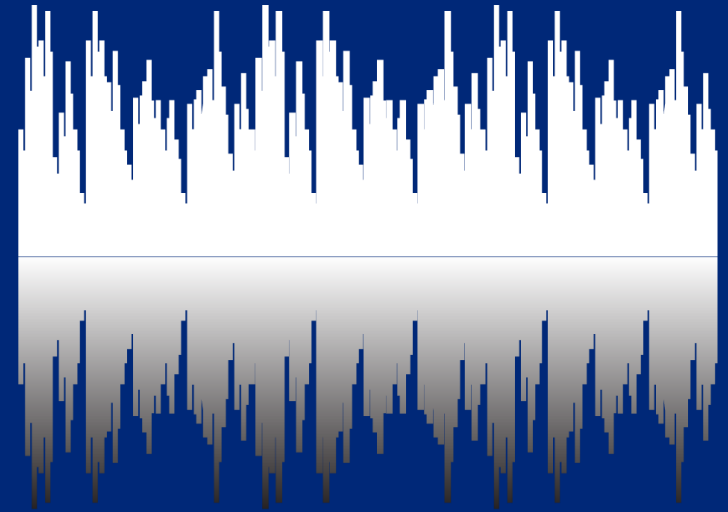
(GETTING THE SHOT YOU NEED)

Now it is time to film. This is the step where you collect all the necessary shots you need for your final video.

ACTION!



CAMERA - LIGHTING - AUDIO



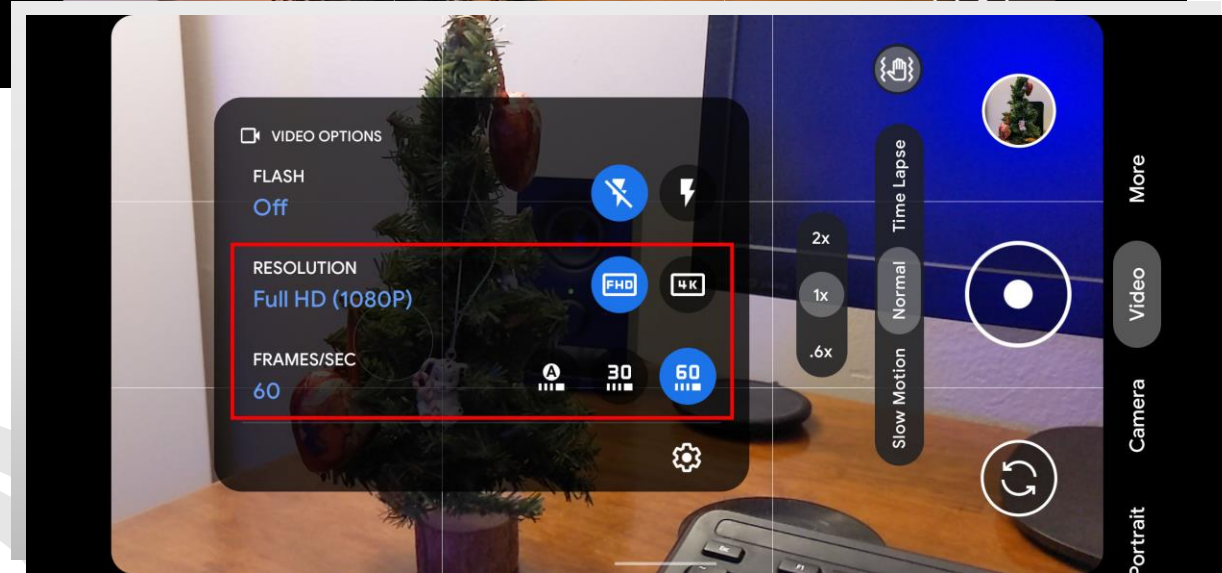
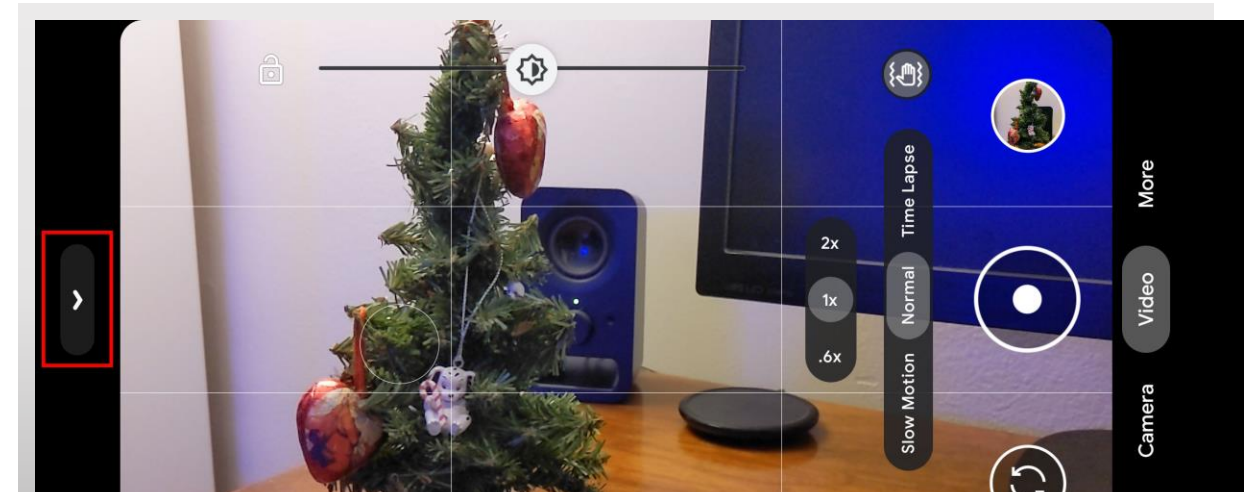
CAMERA

USE YOUR PHONE

You do not need a dedicated camera to make a great video. The camera on your phone has everything you need to make great content.

- Landscape vs Portrait
- Video settings
 - Resolution
 - Frames per second (fps)
 - Grid layout (3x3)
- Try avoiding zooming in digitally
- Shoot your storyboard, but don't be afraid to improvise (play with camera app options)
- Stabilize as best you can – Even use a tree
- B-roll

Resources attached



[There are no limits to your creativity.](#)

LIGHTING

USE THE LIGHT AROUND YOU

Lighting can make or break your shot. If you are in an area that is too dark you will not get a high quality shot. And if you are in an area that is too bright your shot will be blown out. Find the balance.

- White balance
- You do not need traditional lighting rigs
 - Natural light
 - Try filming in the morning
 - Use the Sun to your advantage
 - Windows can be your best friend
- Avoid heavy shadows/contrast

Don't worry, your phone makes a lot of this automatic!

Resources attached



WHITE BALANCE



AUDIO

MAKE OR BREAK

Audio is often considered to be the most important part of a video.

- If your video involves someone talking to the camera try your best to use a mic
 - The mic on a good pair of headphones can work great
 - Bluetooth as well
- If your video includes voiceover
 - Hide under a blanket fort and record into your phone (*I'm not kidding*)
- Choosing the right music
 - It has to match the tone of your video
 - Royalty free music

Resources attached



DON'T FORGET TO REVIEW!

POST-PRODUCTION

(BRINGING YOUR VISION TO LIFE)

Here you are going to take the ideas you wrote down on your storyboard, collect all the footage you filmed and bring everything together into your final product.



ORGANIZING YOUR FILES

FOLDERS FOLDERS FOLDERS

- Just like everything else in life, it's important to stay organized
- Effective video production requires strong organizational habits
- Create dedicated folders for specific file types or asset types (ie. RAW, Audio, Images etc...)



EDITING YOUR VIDEO

THIS IS WHERE THE MAGIC HAPPENS

- What software should you use?
 - Adobe Premiere Pro
 - Final Cut Pro
 - iMovie
 - **Davinci Resolve (free)**
 - **Quik (free, mobile)**
- 1920x1080
- White Balance
- Use your network
- Live editing session

Resources attached



RESOURCES

- Mobile Filming Tips
 - [General Tips](#)
 - [General Tips 2](#)
 - [iPhone](#)
- Soaq Tip Videos
 - [Lighting](#)
 - [Framing](#)
- Royalty Free Music
 - [YouTube Audio Library](#)
 - Make sure that you are signed into YouTube to be able to access this.
- B-Roll
 - [Combat Camera](#)
- Video Editing Software
 - [Davinci Resolve 16](#)
 - Quik ([Android](#) – [iOS](#))
 - [iMovie](#)
- Editing Tutorials
 - [Davinci](#)
 - [Davinci 2](#)
 - [Quik](#)
- [There are no limits to your creativity.](#)



THANK YOU!



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