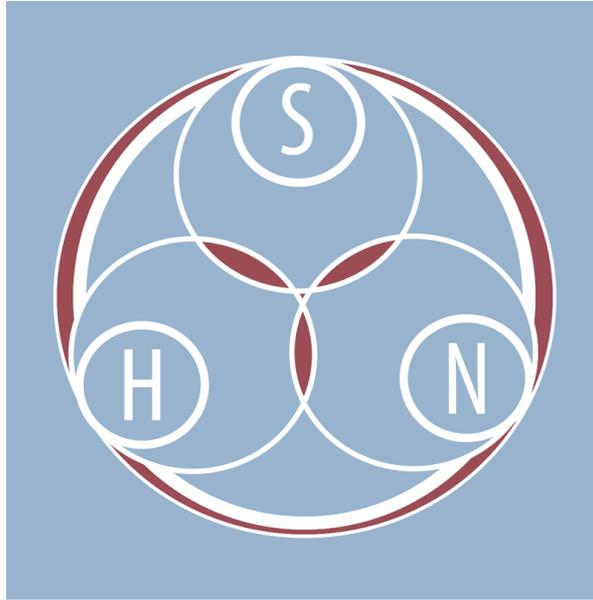


Intro Screen: you can use our prefabricated evergreen materials or create your own



Welcome to a Sustainable Heritage Network
Tutorial

Add your video title here

e.g. *“CIMCC and the Pomo Language”*

Opening Credits:

e.g. *“Produced and directed by _____”*

Establishing Shot



This shot (or shots) is used to establish context. Remember your viewer may be coming in with little to no previous knowledge of the scenario. Where you are, what time of day, what time of year, what type of environment...

A simple pan of the landscape, or a shot of the exterior of the building can provide the viewer the insight they are looking for.

Usually 1 or 2 shots is all it takes.

**Tip: Try to incorporate light into your shot to give it visual interest as well as contextualize time. For more on using light and other tips and tricks, click <here!>*

Introduction



Here you can introduce your character(s). This can be as simple as having the person you are interviewing introduce themselves. You can also let the camera introduce them by using shots of them in their daily life, perhaps sitting at their desk, or walking into work.

If your video is focused on an idea or an activity rather than a person, the same concept applies. Find a way to introduce the subject to the viewer. If your subject is basket weaving, show someone soaking the reeds, or laying out their materials.

**Tip: Turn your microphone on earlier than expected. Often times people will give you the best material before you're even rolling. For more tips and tricks, click <here!>*

Example 1



Present your first example. Try to find a sentence or phrase that gives an indication of the point you are going to make, or the concept you are going to focus on. You want something that will grab your viewers attention.

The first sentence doesn't necessarily need to be something that was said first in the interview. As long as you make sure not to alter the interpretation of what they are saying, you can rearrange the order of the interview to best get the point across*.

**Do not reconstitute the truth. When conducting and editing your interview remember to employ good ethical standards. For more, check out the various guides on our <resources page!>.*

Example 2



Present the ideas for the body of your story, the essence of the theme. This is where the content can be more in-depth and detailed.

Here, and throughout your video, it is a good idea to vary the images on screen. See our tips and tricks for what to use when, <here!>

It is often helpful to brainstorm the kinds of extra shots you would like (learn about <b-roll!>). You can plan ideas for these in the “content” section of your <framework!> form to help you remember when you are on site.

**Try to focus on FACT, MOMENT, & LIGHT! Read more <here!>.*

Example 3/Final example



If you need more examples, or sections of content to convey your message just follow the same principals in example 2. That being said, try your best to keep your video as short as possible. The phrase “less is more” can often be applied.

You can say a lot in 3 minutes*.

For this section you want to start to wrap up or summarize your story. What idea would you like to leave your viewer with?

**It is easy to get attached and want to use all of your material, but often times you will have to cut some things, even very good things, in the interest of keeping your viewer engaged. Keep it as concise as possible while still making a clear point.*

Solution



How would you like to conclude your video? What is your “closing argument” or conclusionary statement?

Try to find a point in which your character says or does something that represents your concept succinctly.

Often times, this and your introductory statement are the first things you decide on when starting your editing*.

This is usually a good time to use your more abstract b-roll. By doing so you can kind of trick your viewer into really paying attention to what is being said. You can read more on this and other tricks <here! >.

**Some people like to edit their projects by “bookending” - find the introductory and conclusionary sentences first. Once you have those set up you can fill in the middle, or the meat of the story. Kind of like building a sandwich starting with the bread first.*

Credits

Your video Credits here

Be sure to list anyone who appeared in or helped you with your video, including any resources for images or music you used.