

# The five phases of video production



## Best tips

for creating a 3-minutes video to  
present your Chapterthon project.



You are all participating in this Chapters marathon to achieve a common goal for the development of the Internet.

For 2019, Chapterthon projects are helping Connect the Unconnected — Because every last person on the planet is part of having an Internet for “everyone”, and we won’t rest until each person has the option of choosing to be connected.

Did you make a change in your community?  
How does it feel to help Connect the Unconnected?



It's time to show your project to the world!  
Pick up your camera and get to the heart of the contest.

Make sure to communicate:

- how your project is **creative**, **innovative**, and **impactful**.
- how is made for the community, with the community, by the community

This guide will help you realize your video to the best.







# 01

## PRE-PRODUCTION

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### Share your video plan

Pre-production is an extremely worthwhile investment. The first step is to discuss with your team how to explain the project through a motivational video.

- **Start by defining your objective**
- **Step into your audience's shoes**
- **Choose your video producing team**

Put down on paper your idea. What will be the best approach for your audience? What footage do you plan to incorporate into your video? Who will be part of your producing team?

### Make clear what you need

- Do you use voice-over to support what is being shown? Or do you support what is being heard on-screen with on-screen text?
- Do you use specific music to set a tone?
- What locations do you shoot at?;
- Who should be on-camera?
- What equipment do you use?

**All you need is a camera or a smartphone and decent lighting. No fancy equipment or expensive services needed.**

**For additional advice, please refer to our [Easy Guide to Video Making](#)**





# 02

## WRITE A SCRIPT

By having a script, you'll be sure to cover everything that needs to be said concisely. The script will also help you understand what kind of footage you need to describe what you want to say.

### Tell your story

Make sure your script answer to these questions:

- **Why your project was needed, and what problem was expected to address?**
- **How did you solve the problem?**  
Define your creative approach on a one-page document that summarizes your idea, the style and the actions you plan to incorporate into your video.

- **What are the project results and impact?**  
Describe the tangible results that can be measured, the number of people trained, resources produced, etc. How many people or institutions benefited from your project. How this project changed people's lives by solving the problem?
- **Use testimonials**  
Leave some space for the project beneficiaries. Short sentences in which they describe the project impact on their lives.
- **What are the future perspectives of the project?**  
If there are chances for the project to be continued or replicated, explain how.



# Tips for a great script

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## Verify that your narrative is clear.

While writing every sentence, you should ask yourself: is this helping me to explain the above questions to the best? Take someone who doesn't know anything about the project and make him/her read the script and listen to the feedback.

## Grab your audience attention.

The average attention span while watching a video is about 10 seconds. To avoid viewers from clicking away from your video, reduce the message of your entire video to one sentence, and get that sentence somewhere in the first 30 seconds of the script.

## Measure your script execution time.

Once you have drafted your script, start the clock and read it out loud. It should last less than 3-minutes. Consider that you will need about 15/20 seconds for the intro and the end of the video. If it is longer, start to edit the script until it doesn't exceed the preset time.

## Cut the unnecessary.

You'll be surprised by how many words are unnecessary. Taking a thoughtful approach to reading will help you synthesizing by enhancing your critical thinking skills and the ability to combine parts of a whole in different ways.



# 03

## PRODUCTION

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Now read the final version of the script and make an inventory of the footage you need. Follow the same questions you answered while writing the script from the footage perspective.

### Footage will give life to your script.

- **Why your project was needed, and what problem was expected to address?**

If you can't describe the problem with specific images, take some footage of the project background: school, a community, a city. Also, landscapes work well while you are introducing the problem.

- **How did you solve the problem?**

Show your team at work while discussing together, training, building capacity, installing infrastructures... whatever can give an idea of your work.

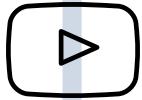
- **What are the project results and impact?**

Describe the impact of your project, the number of people trained, resources produced, etc.

- **Show testimonials**

Give voice to the project beneficiaries. Make sure they make short quotes to add to the video explaining how this project changed their life.





# Inspirational Videos

An excellent example of how to open a video explaining the project background: the problem of optimizing and collecting the garbage produced by the community.

It goes deep in people daily life and shows how individuals can take a photo of themselves disposing the garbage in the correct location and posting it on-line.

The developers explain the project while we see them working together. In the end, a simple animation reveals what the project can achieve. Click on image to watch it.

The video is using a text placed over the screen in two languages and also a voice-over to describe the project.

It starts showing a day in the life of the community and goes on showing farmers connecting to the Internet thanks to the device they developed.

Some testimonials explain their problems and how the project helped to change their life. It's good to see them and hear from their voices. Click on image to watch it.

In this example, the project is explained by a text over the screen. Music gives a good rhythm to the images.

The girls, beneficiaries of the project, describe their experience during the Internet of Things boot camp. We can see an overview of their work in class.

It ends with a creative idea of the girls holding IoT signs and saying thank you. Click on image to watch it.





# 04

## POST PRODUCTION

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It's time to edit all materials and add the magic touch.

- **Cutting video clips**

Make a selection of the best footage and by using an editing software start cutting the video clips. Divide them by topics and store in folders that you will properly name.

- **Start placing the clips on the timeline**

Add the selected clips on the timeline of your editing software respecting the narrative order.

- **Add music**

There are a lot of royalty-free tracks to use.  
[Check the YouTube Audio Library](#)

- **Add graphics and Chapter logo**

Use the Internet Society colors and graphics and add your Chapter logo. You can download here the [Internet Society Assets Collections and Brand Guidelines](#)

- **Add voice-over or captions**

There are two approaches to choose from

1. Voice overs: an audio track is created using a voice and synced with your video content.
2. Subtitles: the text is placed over the screen, translating spoken dialogue in your video.



# 05

## CONSENT FORM & UPLOAD

### About consent form

Please note that, prior to uploading a video as part of the Chapterthon contest, the Chapter/SIG has to obtain all necessary legal authorizations and consents to permit its submission to the Internet Society and the Internet Society's subsequent use for future communications with our community.

### Upload your video

Upload your video. It will be embedded in the [Chapterthon projects page](#) and also shared on the Internet Society communication channels to be voted by our community.

### Links

- [Chapterthon projects page](#)
- [Easy Guide to Video Making](#)
- [YouTube Audio Library](#)
- [Internet Society Assets Collections and Brand Guidelines](#)

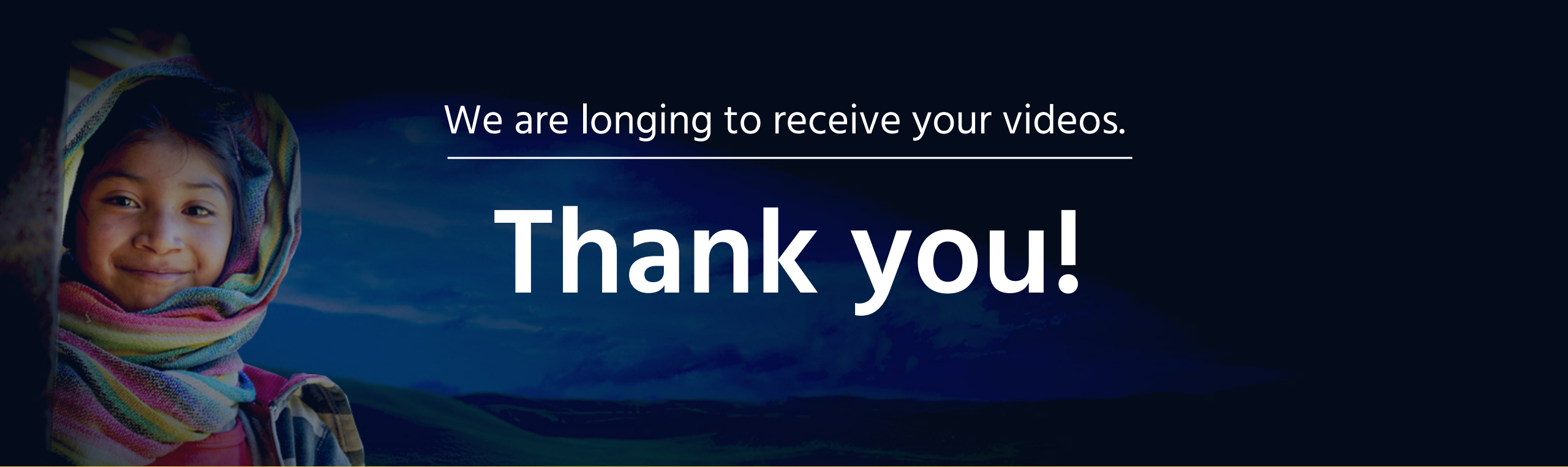
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Photo credits:  
p1 - Unsplash  
p2 - Chapterthon 2017 - ISOC Bangladesh Dhaka  
p3 - Chapterthon 2018  
p11 - Comunidade Inteligentes - ISOC Honduras







We are longing to receive your videos.

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# Thank you!



For the latest brand information visit  
[the Internet Society Assets Collections and Brand Guidelines](#)

